SEVENTH AUDIT

OF

MARQUEE VALUES

JULY, 1941

AUDIENCE RESEARCH INSTITUTE
PRINCETON

HOW THIS AUDIT WAS CONDUCTED

The Audit is a sampling referendum in which the people interviewed represent an accurate cross-section of the total U. S. theatergoing public.

The number of interviews obtained from men and from women, from each age group, from each income level, from each geographical region, and from each size of community is in exact proportion to the contribution of these segments of the total population to the box-office dollar.*

The actual procedure employed in our Audit is the end-product of no less than seventeen experimental surveys conducted by Dr. Gallup and his associates over a period of more than five years. These experiments were required in order to lick the exceptionally tough research problems involved in measuring marquee values.

SOME OF THE PROBLEMS

(1) For example, in framing our questions, what *words* were we to use? The average American calls a motion picture personality a "movie star." But we could not use this phrase because it inflates the vote for the glamorous prototypes such as Gable, Garbo, Crawford and Dietrich, and fails to bring out the true vote for personalities who are not thought of as primarily *movie* stars—Jack Benny, Bing Crosby, etc. It also fails to bring out the vote for the heavies and the comedians—Wallace Beery, Pat O'Brien, W. C. Fields, etc. So we could not use the phrase "movie star." That was *one* of the problems.

(2) Then there was the factor of *memory*. If you ask "Who are your favorite movie players?" there is an unfortunate tendency to name those who, by reason of recent publicity, come first to mind. So we could not rely on spontaneous mention. A roster had to be used.

(3) That raised another problem. Not more than sixty names could be included on one roster without blurring the results. But you wanted information on more than sixty personalities. So we had to use two rosters.

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*See "COMPOSITION OF THE MOTION PICTURE AUDIENCE."

(4) Then there was the problem of "prestige." A lot of people like to be thought of as better educated and more serious-minded than they actually are. How could we put these people in the frame of mind where they would admit that they would rather see Bob Hope than Paul Muni, that they preferred Mickey Rooney to Orson Welles?

(5) Most important of all was the general problem of *definition.* What were we measuring? Were we measuring the *degree* to which John Q. Citizen likes Ginger Rogers? Were we measuring something vague and nebulous like the "popularity" of Ginger Rogers? **NO. We had to measure *the number of tickets the name GINGER ROGERS will sell.* That and nothing else. Not so easy.**

These and many other problems all had to be solved before we could embark on your first Audit.

NO MORE INDEX FIGURES

Hitherto our results have been reported in terms of an Index, the average vote of the first twenty players being given the value 100. This system has proved unsatisfactory, since few people without statistical background can comprehend the precise significance of an index number.

In this Audit we are reporting instead *the actual percentage who would buy a ticket to see each player.*

For example: the name GINGER ROGERS is now sufficient by itself to persuade 35 per cent of all U. S. theatergoers to buy a ticket.

But don't for one moment imagine that 35 per cent of all U. S. theatergoers will actually see Miss Rogers' next picture. Far from it. It is a safe bet that not more than 50 per cent of U. S. theatergoers will even get to hear about the picture in time to exercise a choice.

If your publicity department could achieve a 100 per cent penetration by reaching every theatergoer in the country with the information that Ginger Rogers is in a new picture, then and only then would her name have a chance to exercise its full power-to-sell-tickets.

SIZE OF SAMPLE

Size of sample is generally the least understood factor in this field of research. A belief persists in the lay mind that the most accurate survey must necessarily be the one which reaches the largest number of people.

Those who cling to this theory received a rude shock, to be sure, when the LITERARY DIGEST's two-million ballot poll ran afoul in 1936. But the association in the public mind between accuracy and number of persons polled is of such long standing that the real facts have been obscured.

Actually it is safe to say that no nation-wide poll in the history of this country ever went wrong because too few persons were reached. A survey which predicts an election within 5 per cent is generally regarded as "amazingly accurate." *Yet this degree of accuracy can be attained with from 600 to 900 ballots.*

It is a highly significant fact that of the LITERARY DIGEST's 19 point error in 1936, less than one-tenth of one per cent could reasonably be due to the *size* of sample. One-tenth of one per cent is the range of error which can be expected with practical certainty in a sample of 2,227,500 cases where opinion divides in the ratio of 55 to 45. The DIGEST's final report, showing Landon with 56 per cent was based on 2,376, 523 ballots. Virtually all of the DIGEST's 19 point error was due to two other factors which determine accuracy in this field of opinion research—*cross-section and timing.*

The empirical principle governing number of cases can be stated as follows: *a sample is adequate in size when an increase in number of cases fails to produce significant differences in results.*

Consider, for example, the vote for four of the players in the current Audit:

	First 500 Cases %	*First 1,000 Cases* %	*First 1,500 Cases* %	*First 2,000 Cases* %	*All 2,400 Cases* %
SPENCER TRACY	51	52	54	53	53
BETTE DAVIS	48	50	51	50	50
ROBERT TAYLOR	23	22	23	22	22
DOUGLAS FAIRBANKS	8	10	12	11	11

CAUTION

Below the first ninety players the rank order does not possess much significance, since the last twenty selected for inclusion in the Audit were minor players in whom RKO happens to be specially interested.

For example, ANNA NEAGLE ranks 99th on your roster of one hundred and thirteen players, whereas if the voting were not limited to this roster ANNA NEAGLE would rank 114th.

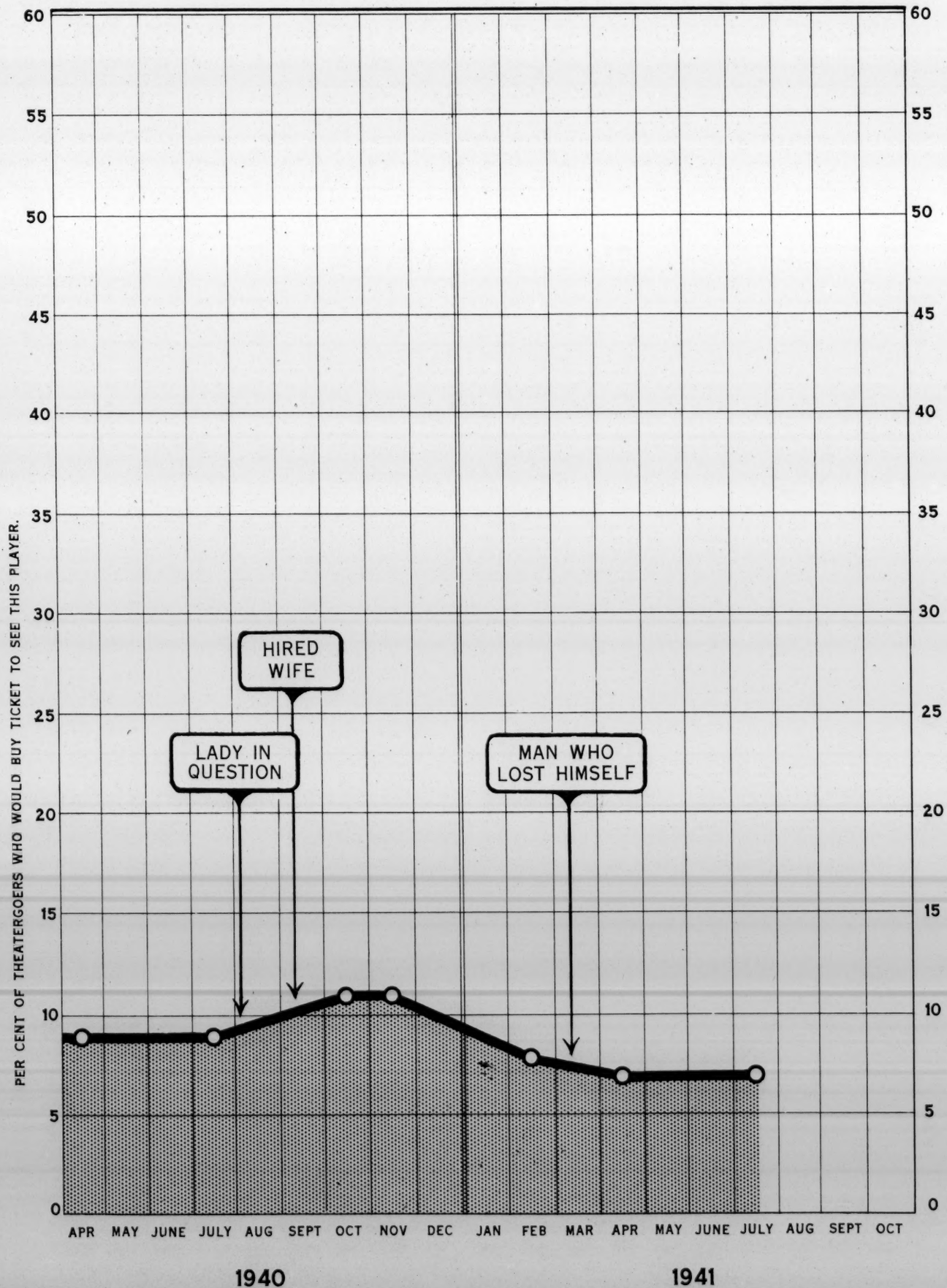
In the same way LUCILLE BALL ranks 110th on your roster, whereas if the voting were left open LUCILLE BALL would rank approximately 150th.

Similarly EDMOND O'BRIEN ranks 113th on your roster, but he does not emerge among the first two hundred and fifty when the voting is left open and spontaneous.

Conversely there are ten players who emerge among the first one hundred when the voting is left open but who are not included on your roster:

ABBOTT & COSTELLO
CHARLIE CHAPLIN
GENE AUTRY
WALTER PIDGEON
KAY FRANCIS
LESLIE HOWARD
RITA HAYWORTH
~~JOHN PAYNE~~
WILLIAM BOYD
FRANCHOT TONE

AHERNE. BRIAN
RANK. 99TH



AHERNE, Brian

February—April 1941

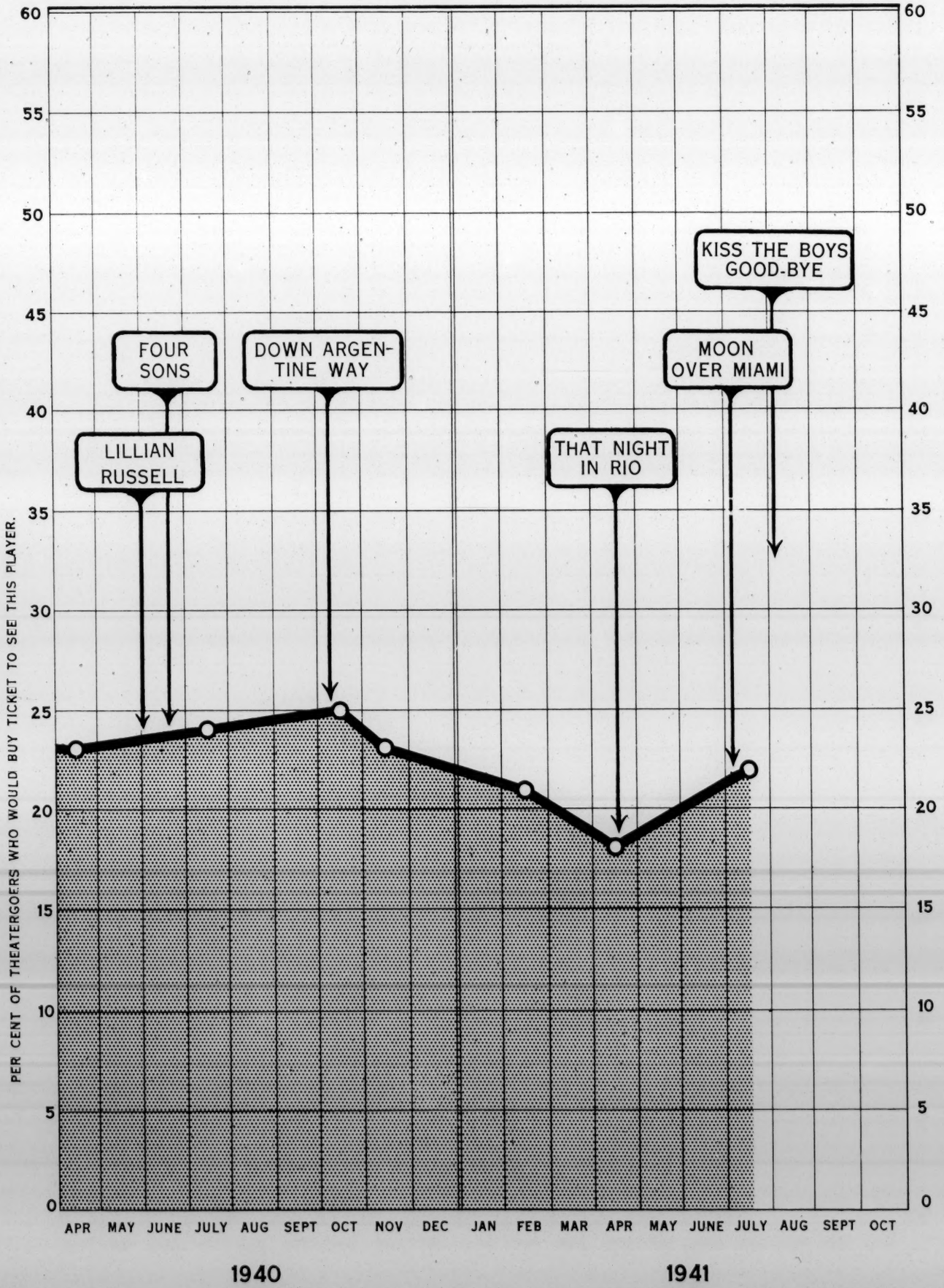
MALES	14
FEMALES	28

Boys 12-17	9
Men 18-30	17
Men 31 up	11

Girls 12-17	19
Women 18-30	27
Women 31 up	36

PROSPEROUS Over $50 per week	31
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	20
POOR Under $20 per week	14

AMECHE, DON
RANK, 33RD



AMECHE, Don

February—April 1941

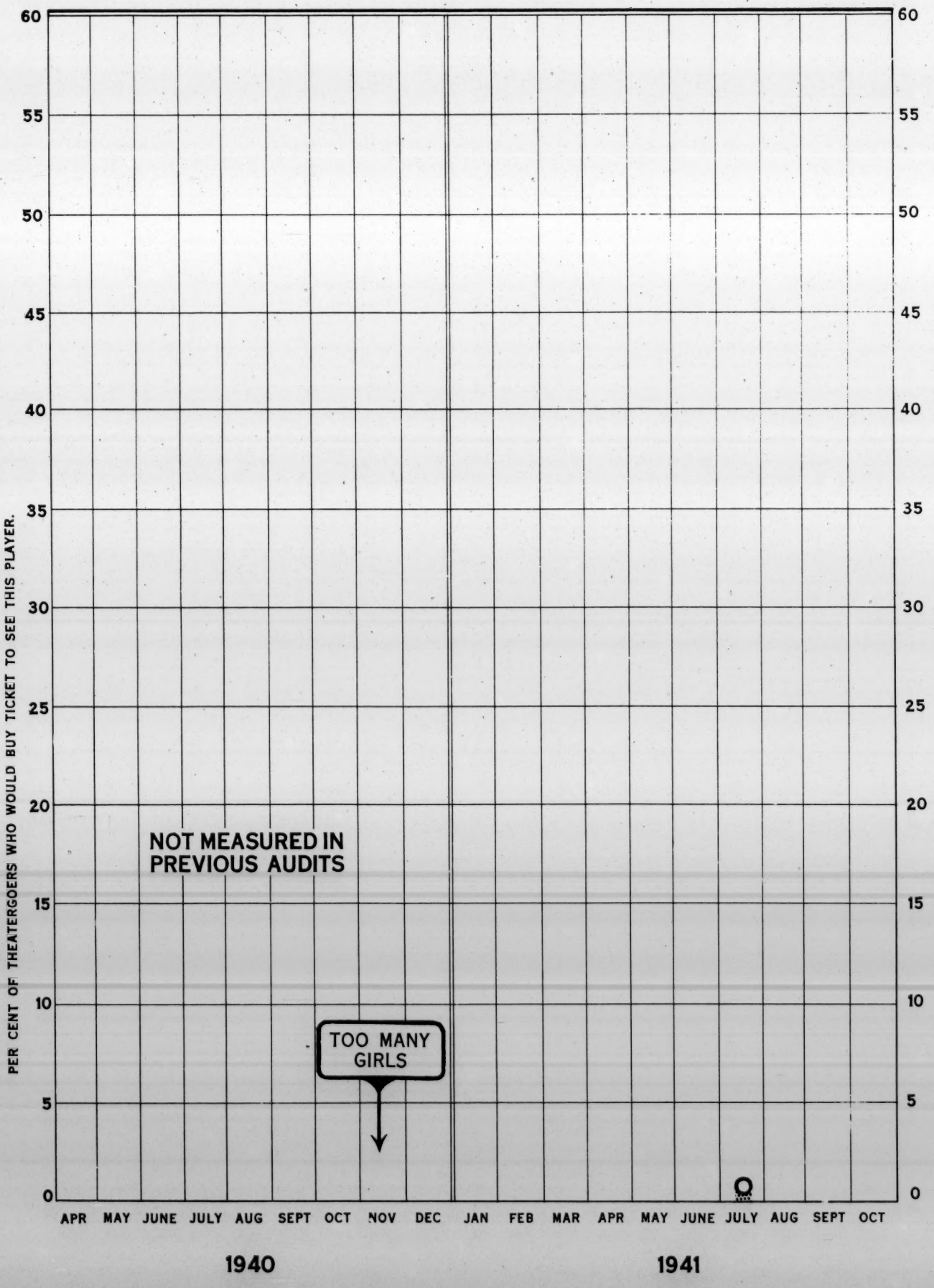
MALES	53
FEMALES	56

Boys 12-17	74
Men 18-30	49
Men 31 up	46

Girls 12-17	63
Women 18-30	56
Women 31 up	50

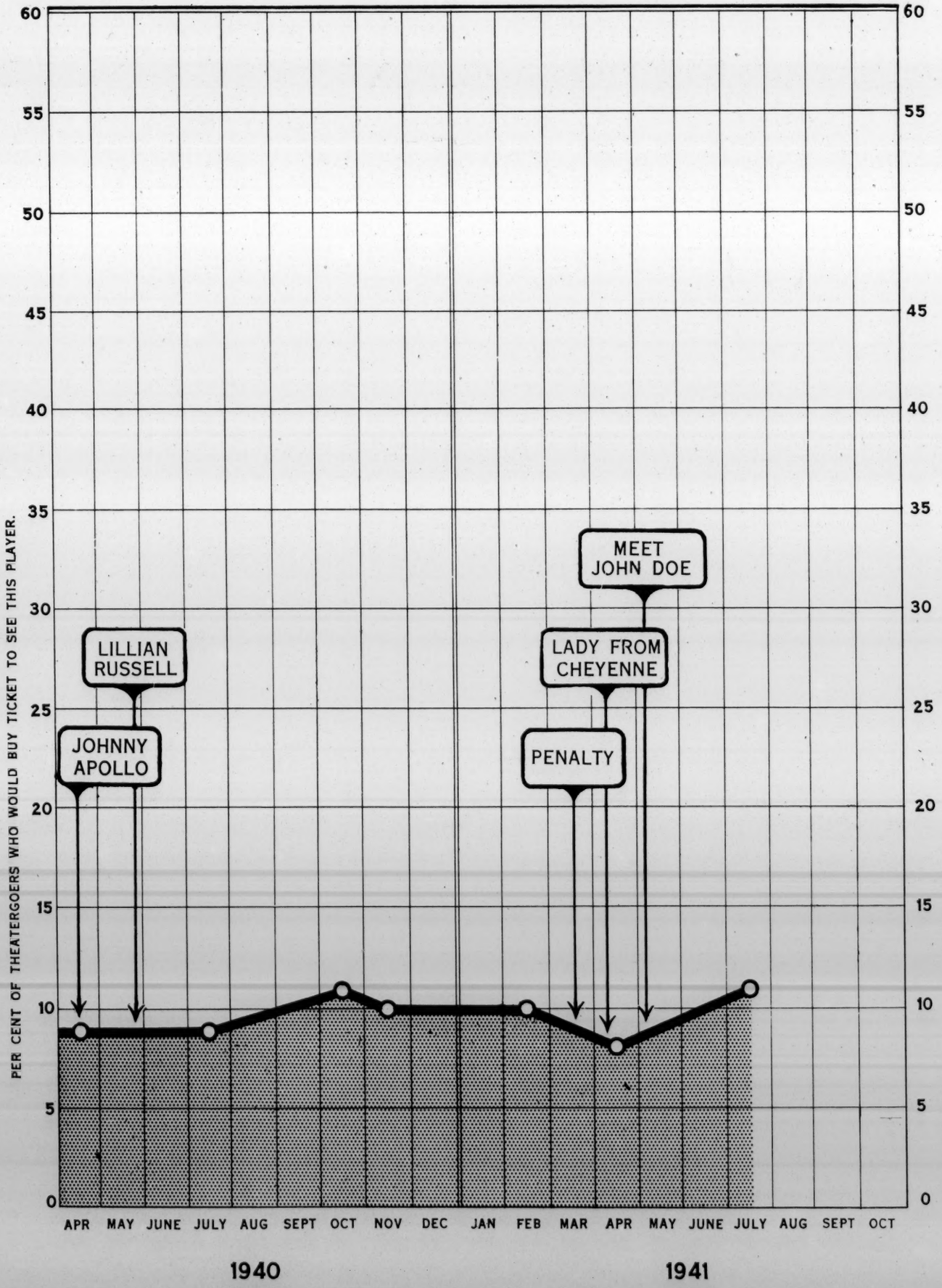
PROSPEROUS Over $50 per week	50
UPPER MIDDLE $30 to $50 per week	56
MIDDLE $20-$30 per week	56
POOR Under $20 per week	53

ARNAZ. DESI
RANK. 112TH



ARNOLD. EDWARD

RANK. 81ST



ARNOLD, Edward

February—April 1941

MALES	37
FEMALES	18

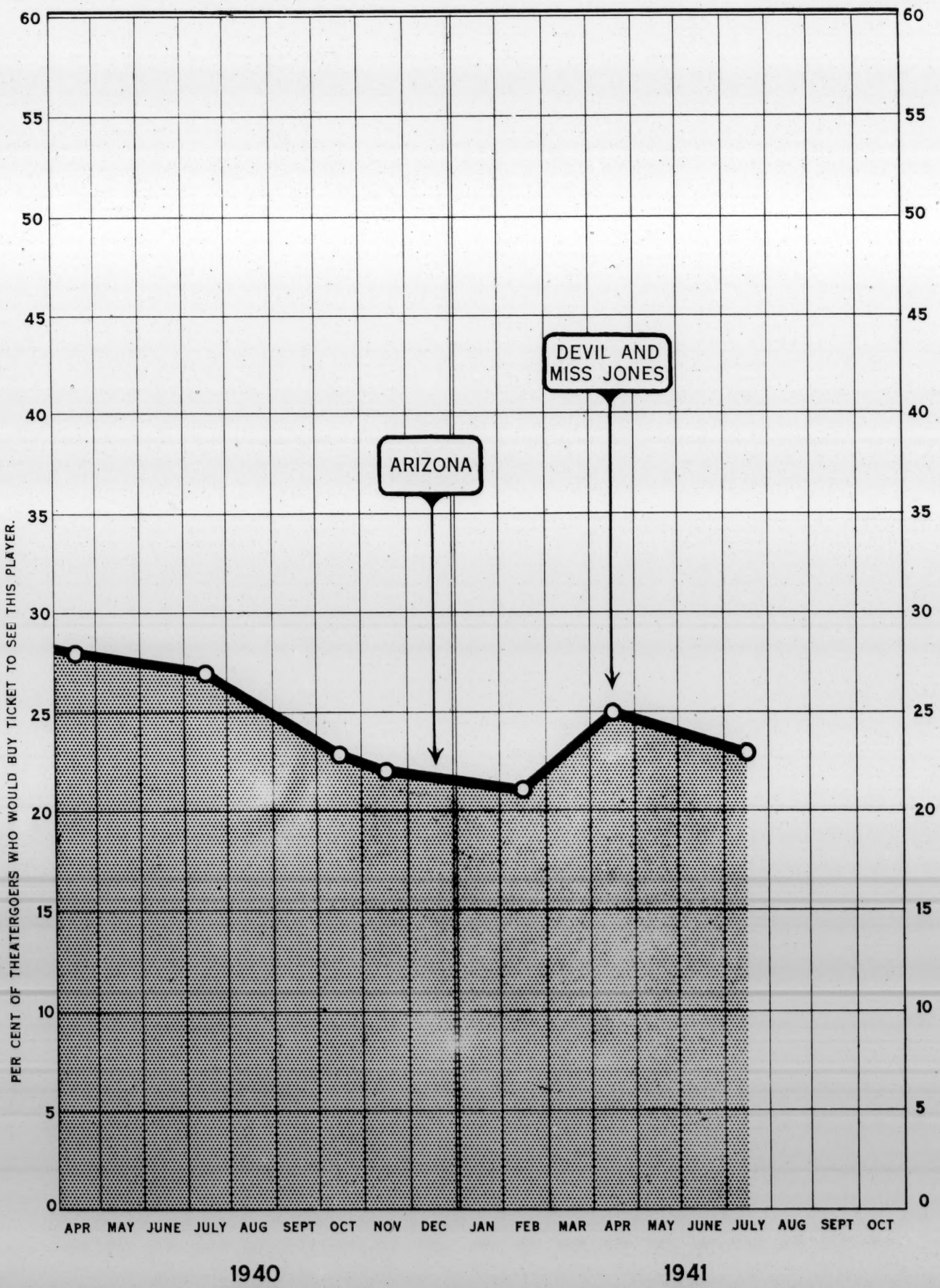
Boys 12-17	27
Men 18-30	32
Men 31 up	56

Girls 12-17	10
Women 18-30	15
Women 31 up	30

PROSPEROUS Over $50 per week	36
UPPER MIDDLE $30 to $50 per week	27
MIDDLE $20-$30 per week	24
POOR Under $20 per week	17

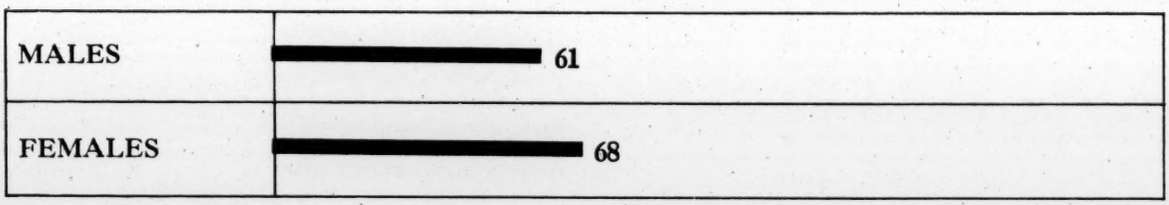
ARTHUR, JEAN

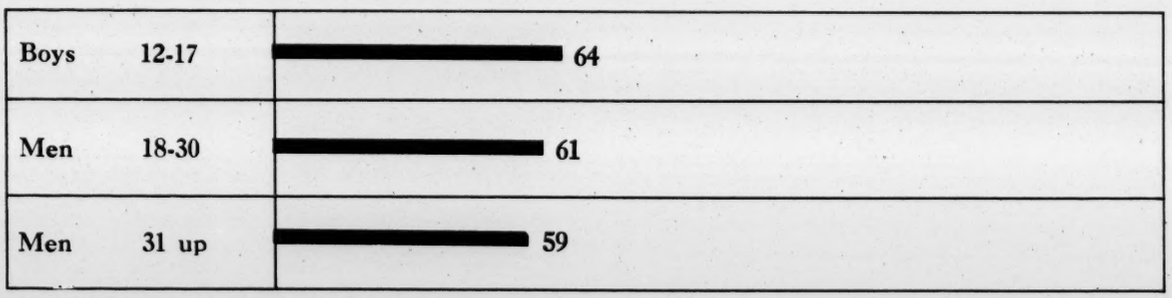
RANK. 31ST

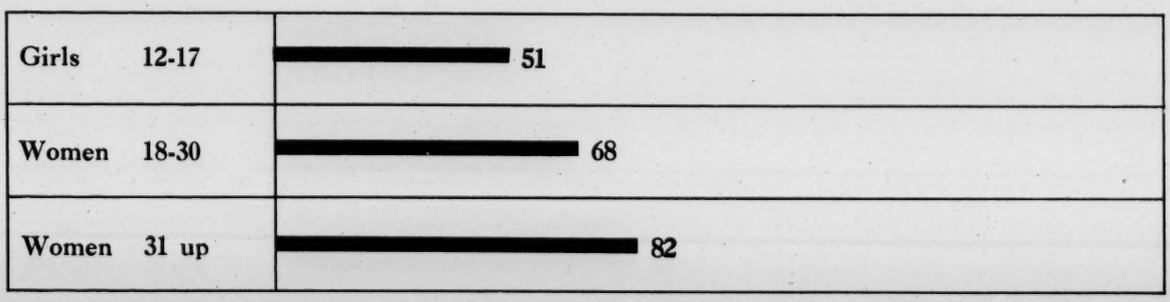


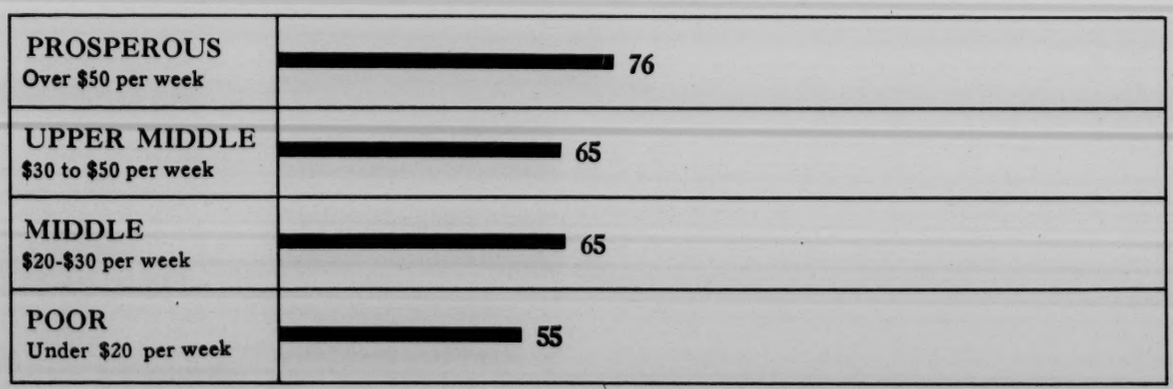
ARTHUR, Jean

February—April 1941



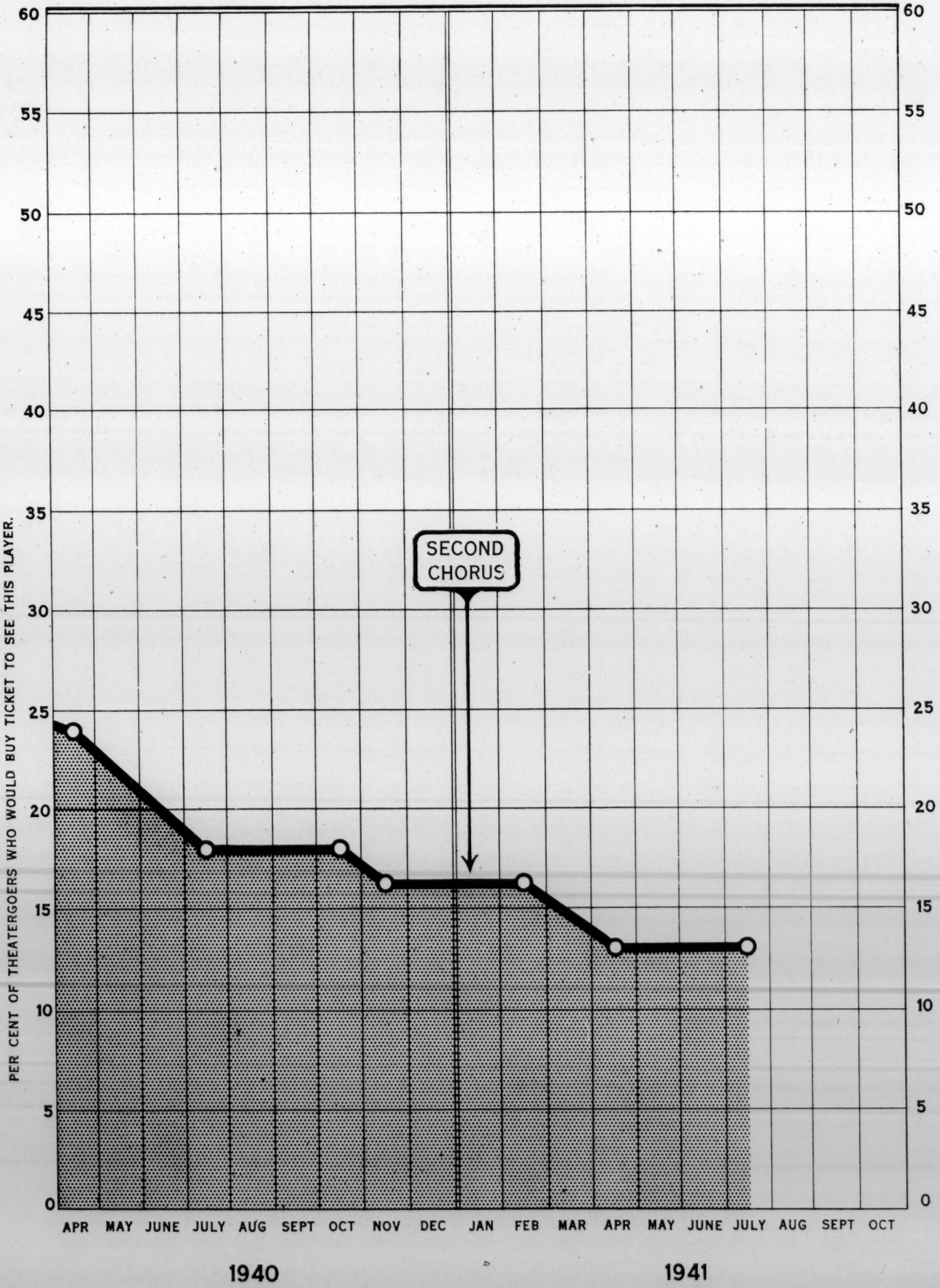






ASTAIRE, FRED

RANK. 65TH



ASTAIRE, Fred

February—April 1941

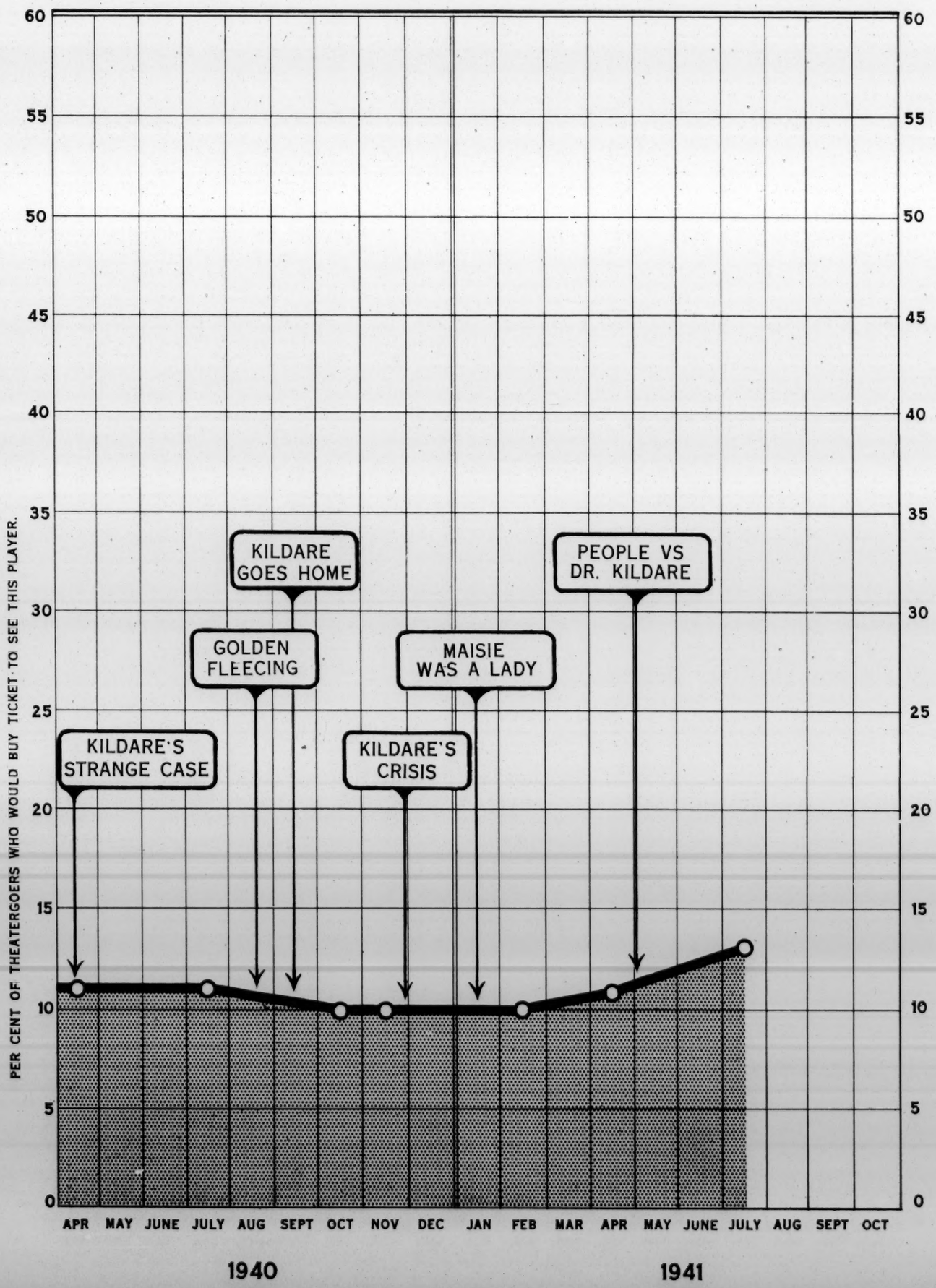
MALES	42
FEMALES	41

Boys 12-17	33
Men 18-30	43
Men 31 up	47

Girls 12-17	42
Women 18-30	41
Women 31 up	37

PROSPEROUS Over $50 per week	43
UPPER MIDDLE $30 to $50 per week	38
MIDDLE $20-$30 per week	46
POOR Under $20 per week	37

AYRES, LEW
RANK. 66TH



AYRES, Lew

February—April 1941

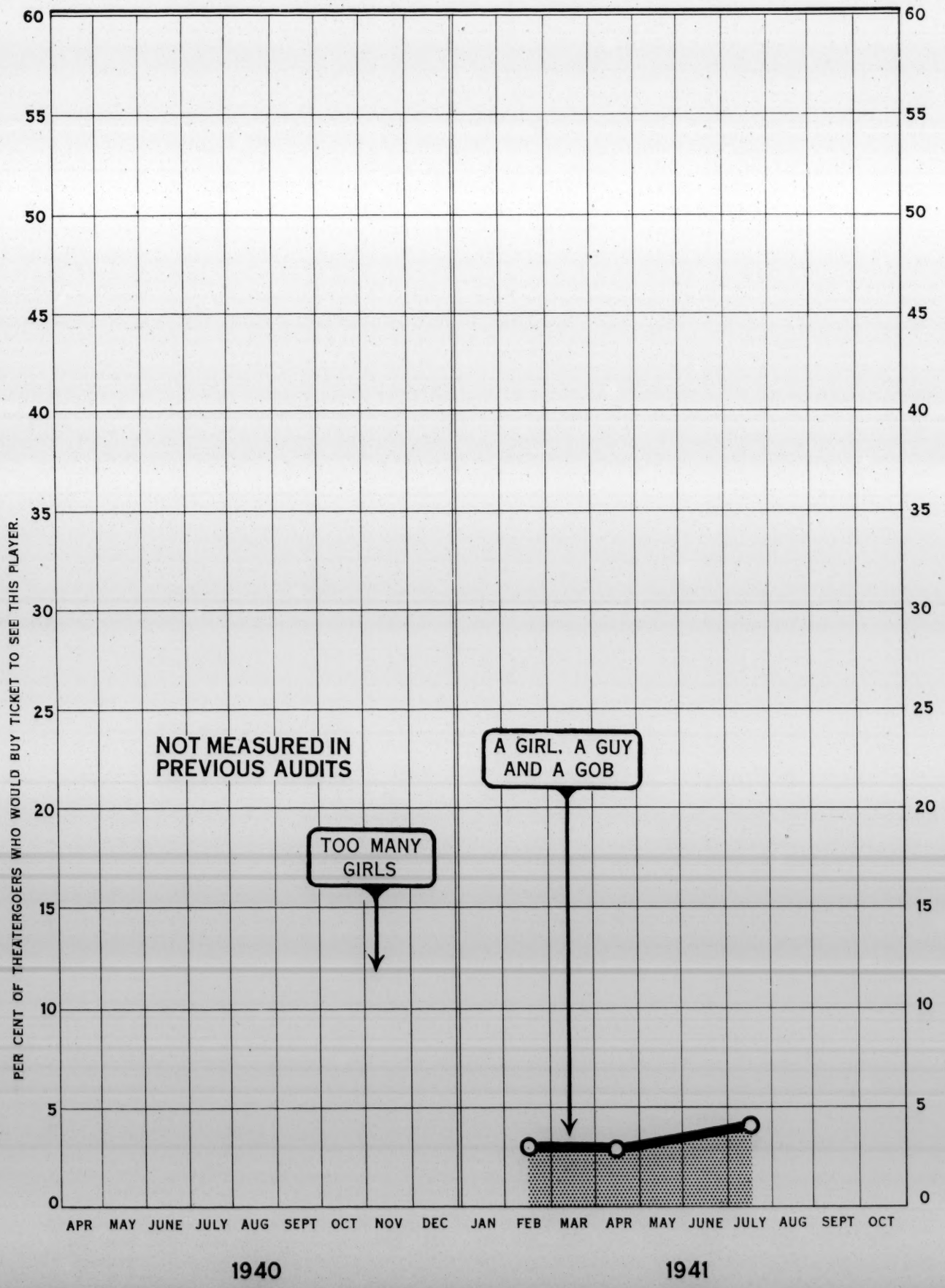
MALES	32
FEMALES	29

Boys 12-17	41
Men 18-30	32
Men 31 up	28

Girls 12-17	39
Women 18-30	28
Women 31 up	24

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	29
MIDDLE $20-$30 per week	31
POOR Under $20 per week	32

BALL. LUCILLE
RANK. 110TH



BALL, Lucille

February—April 1941

MALES	7
FEMALES	10

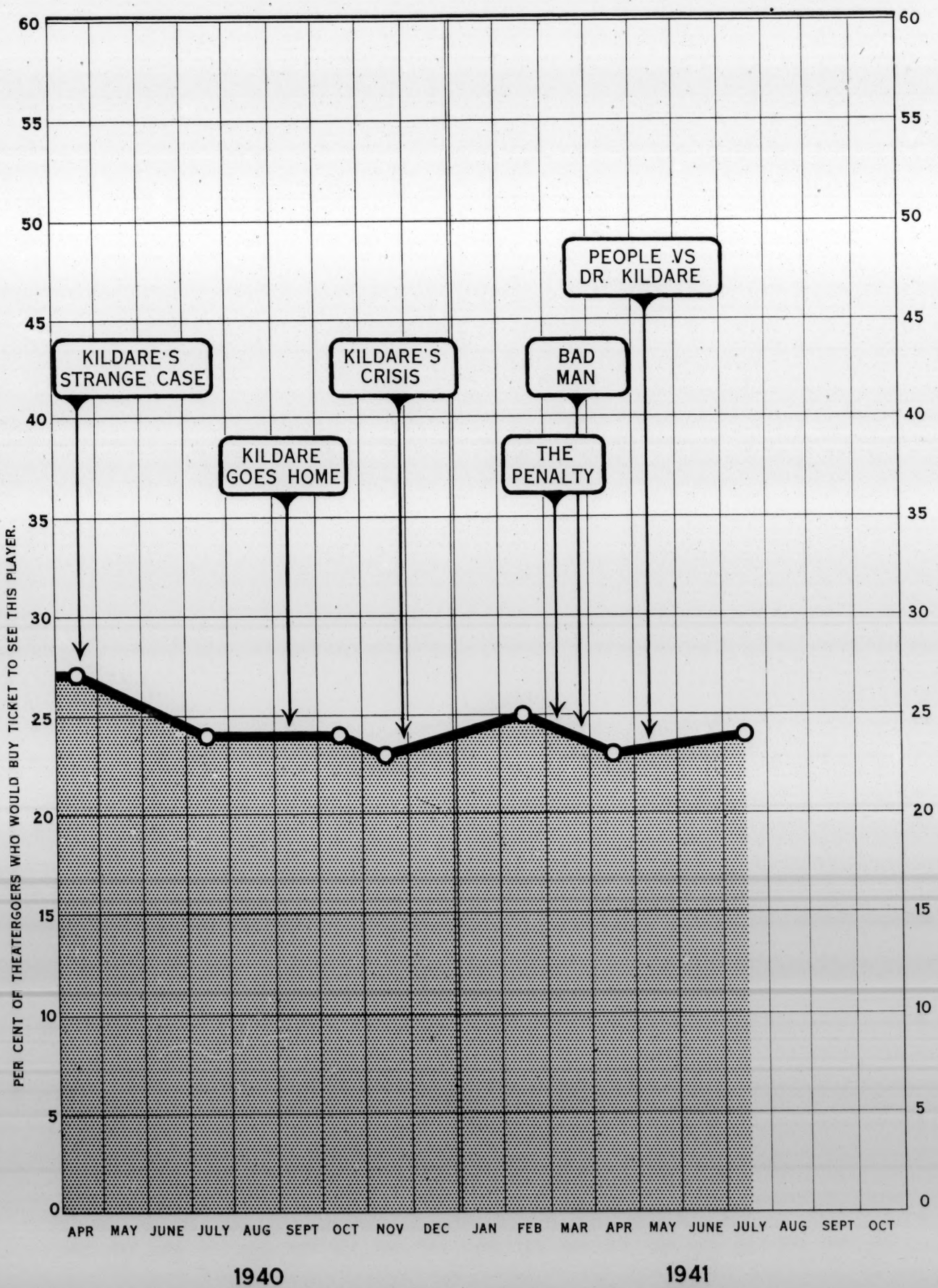
Boys 12-17	9
Men 18-30	8
Men 31 up	4

Girls 12-17	19
Women 18-30	10
Women 31 up	1

PROSPEROUS Over $50 per week	8
UPPER MIDDLE $30 to $50 per week	8
MIDDLE $20-$30 per week	8
POOR Under $20 per week	10

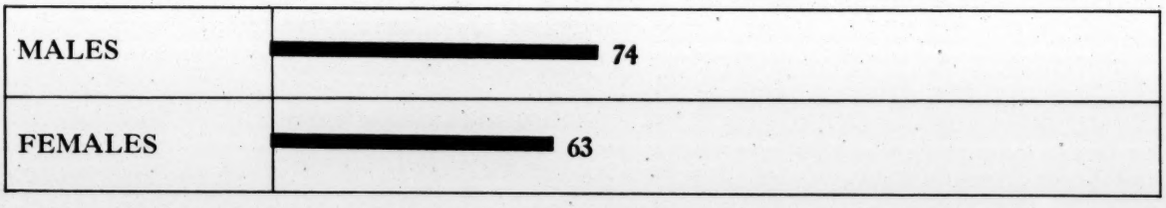
BARRYMORE, LIONEL

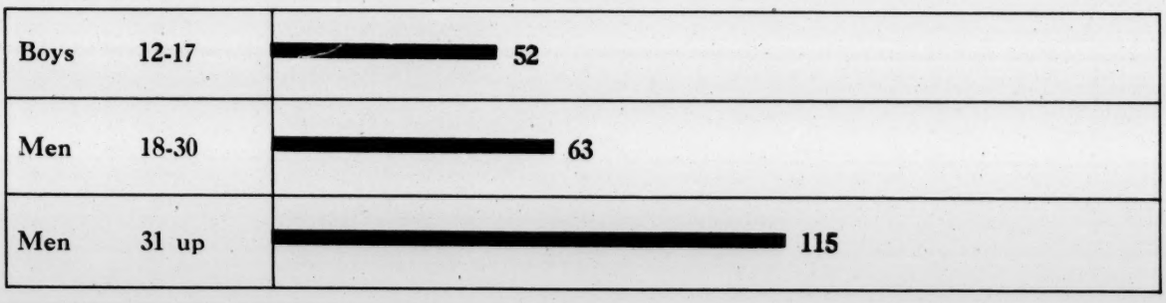
RANK. 27TH

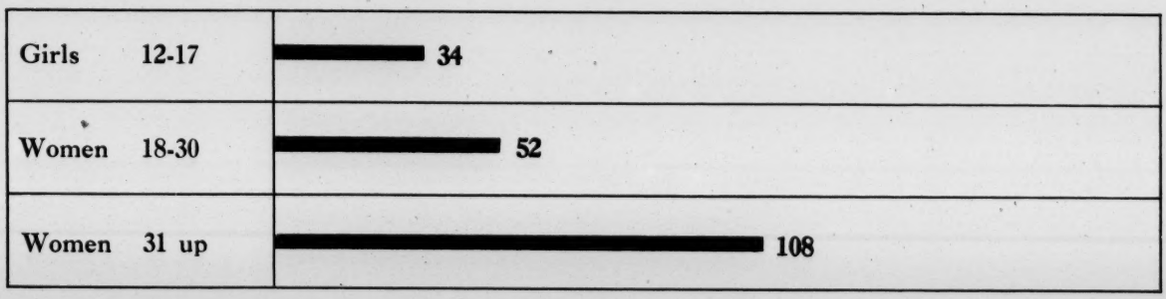


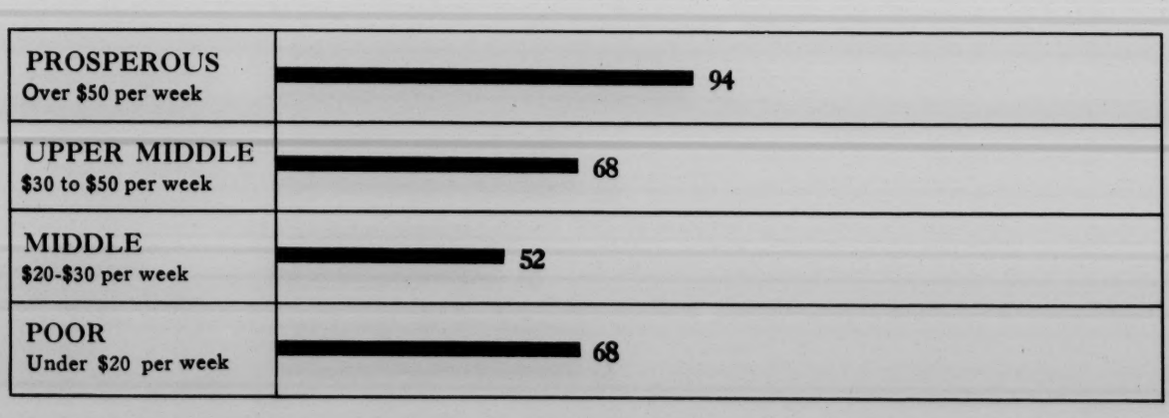
BARRYMORE, Lionel

February—April 1941

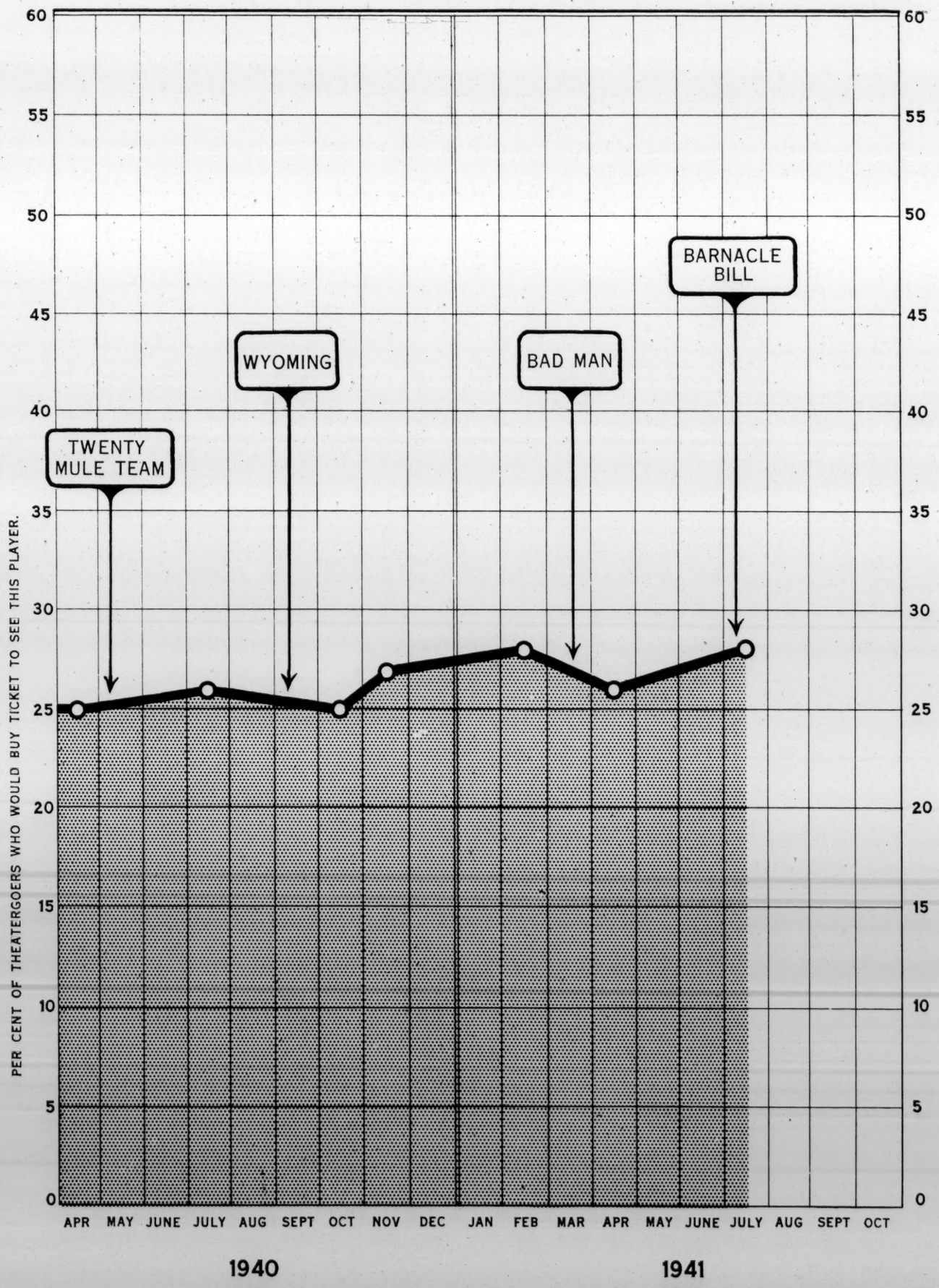






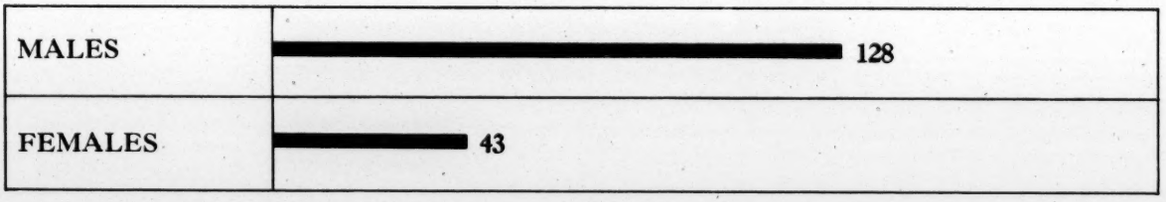


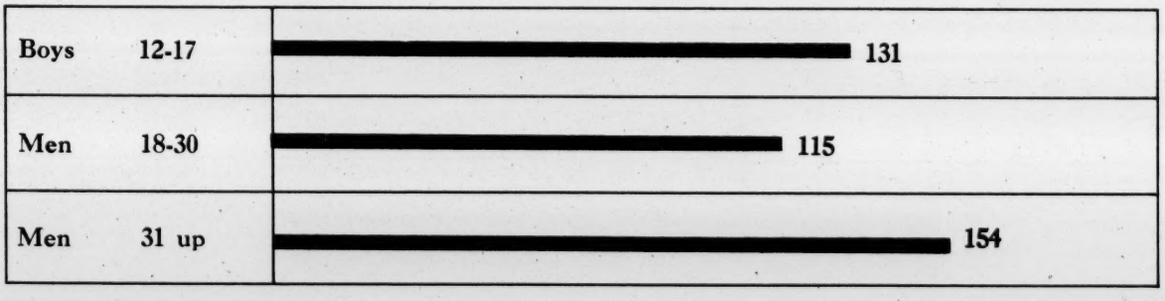
BEERY. WALLACE
RANK. 18TH

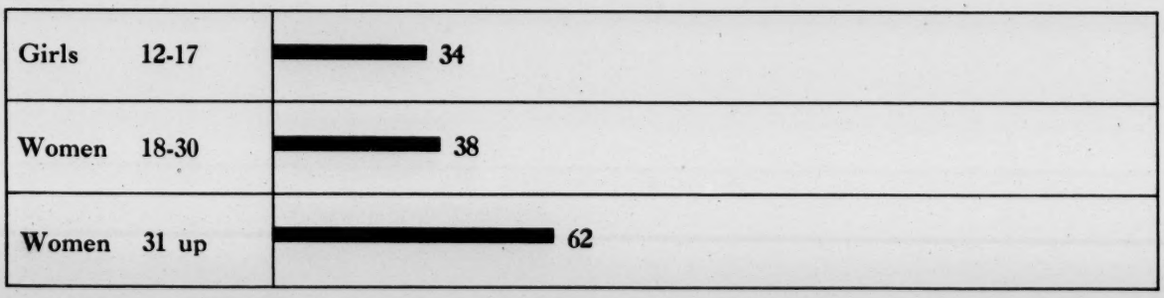


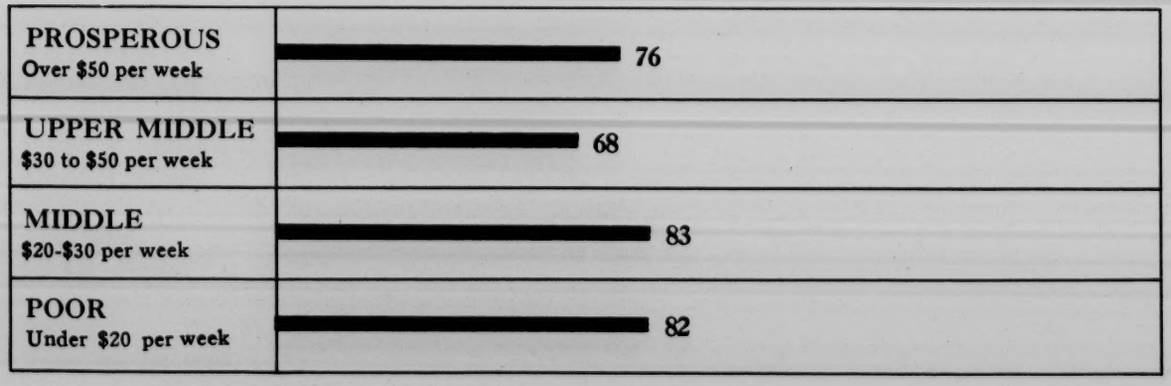
BEERY, Wallace

February—April 1941

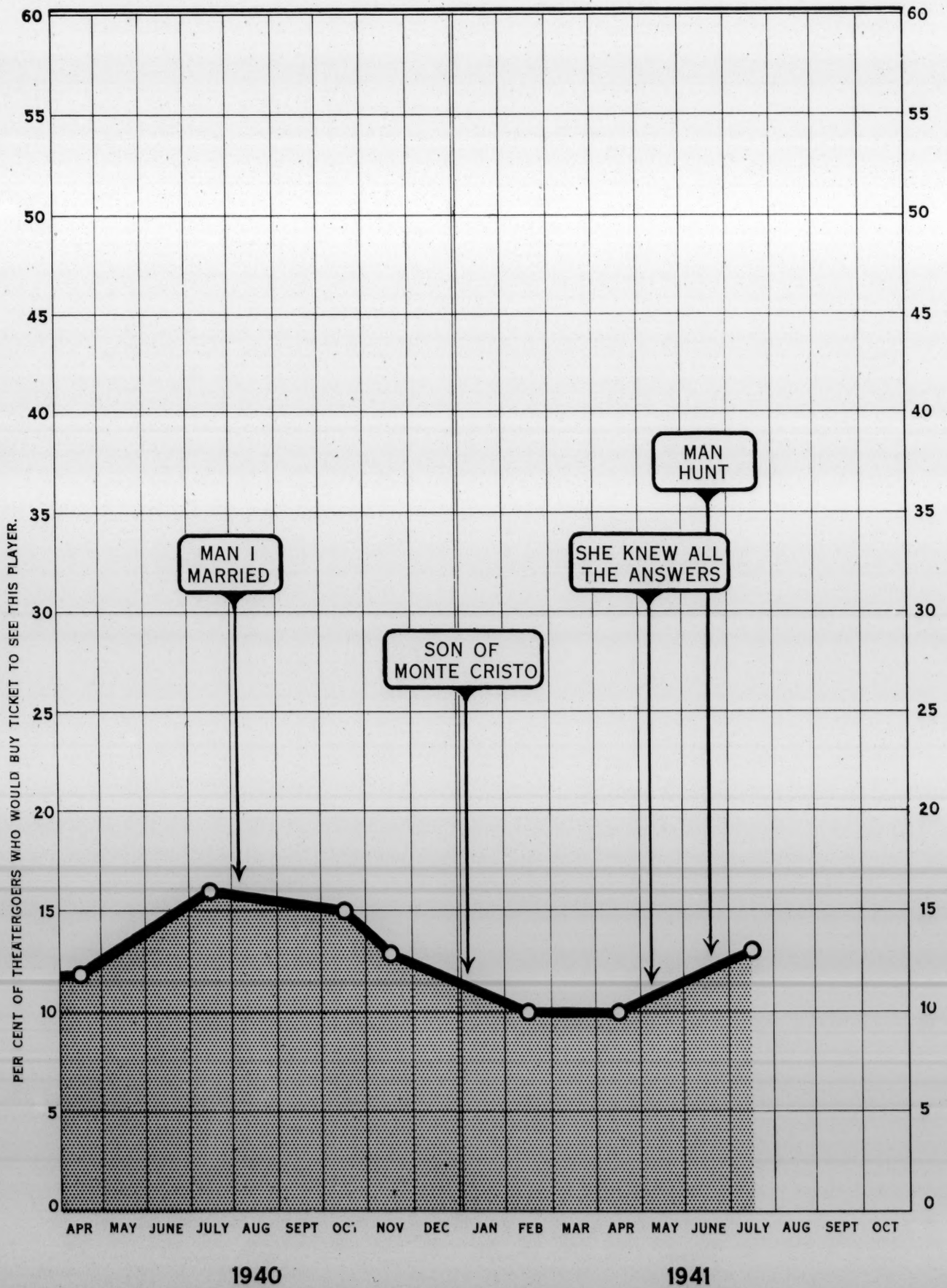








BENNETT. JOAN
RANK. 68TH



BENNETT, Joan

February—April 1941

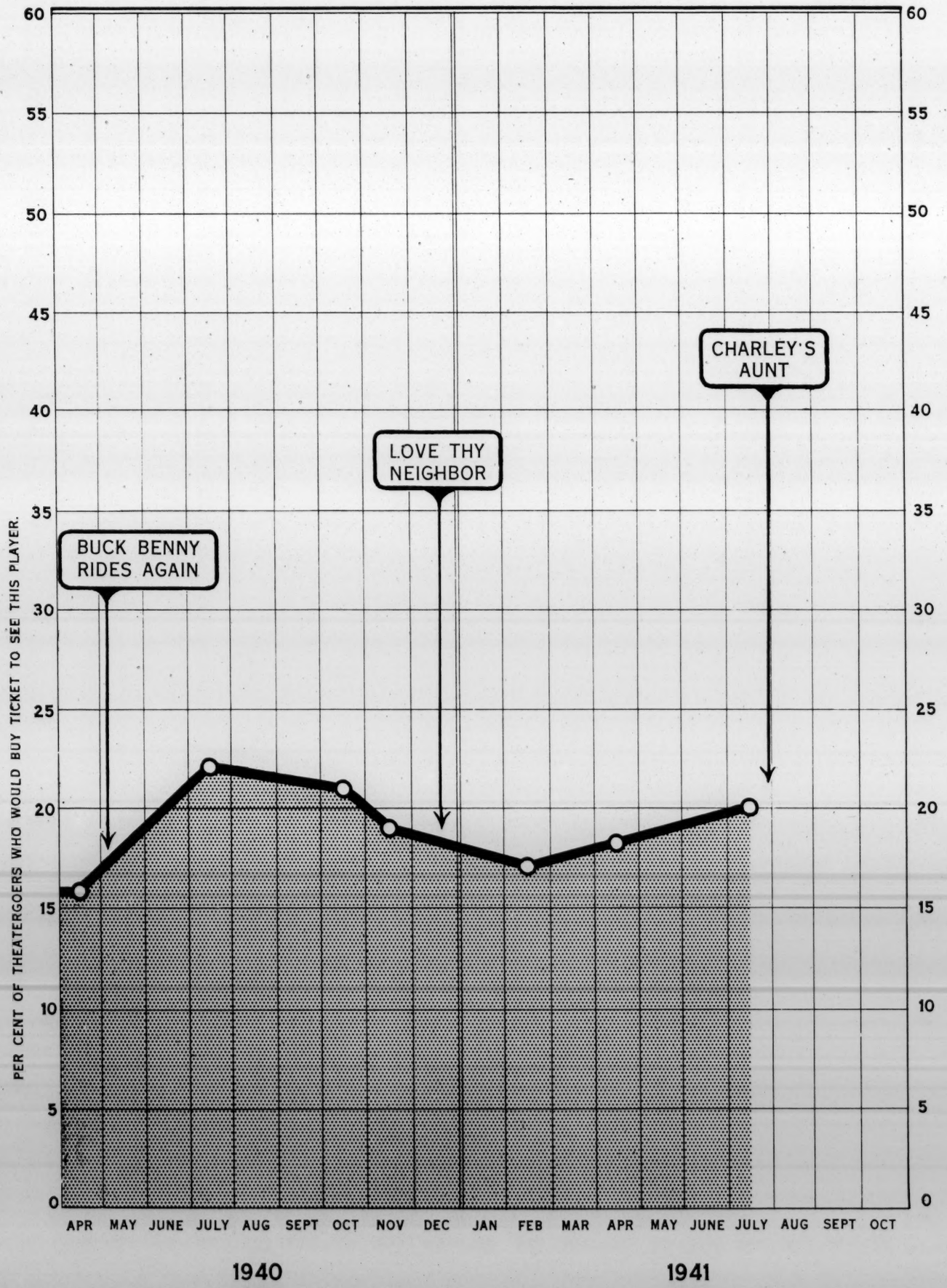
MALES	29
FEMALES	28

Boys 12-17	29
Men 18-30	32
Men 31 up	22

Girls 12-17	48
Women 18-30	22
Women 31 up	26

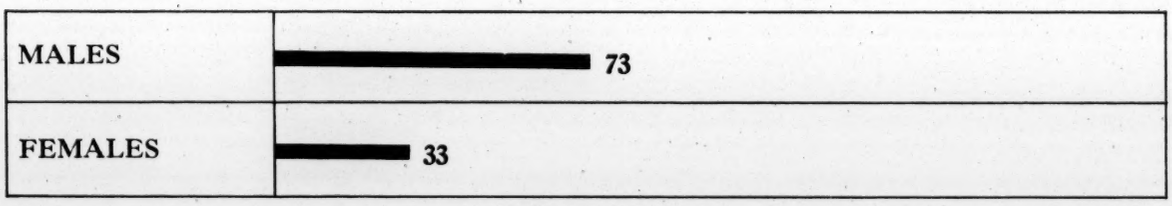
PROSPEROUS Over $50 per week	21
UPPER MIDDLE $30 to $50 per week	23
MIDDLE $20-$30 per week	30
POOR Under $20 per week	39

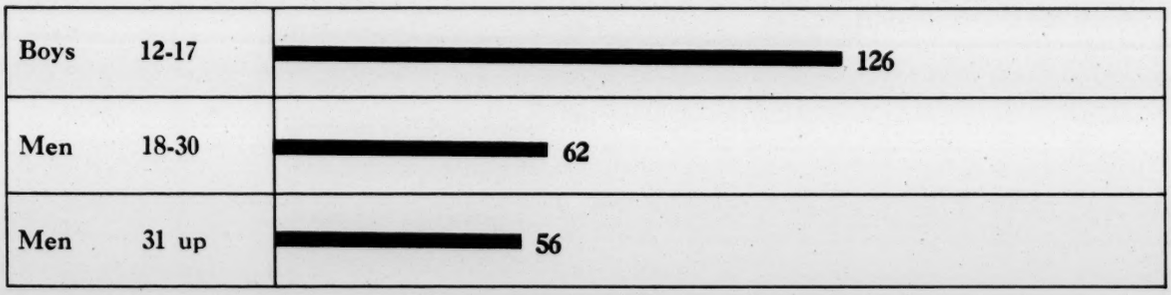
BENNY, JACK
RANK. 42ND

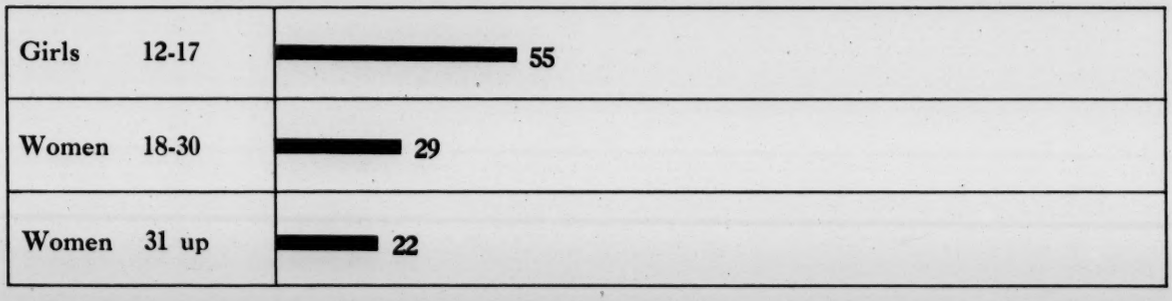


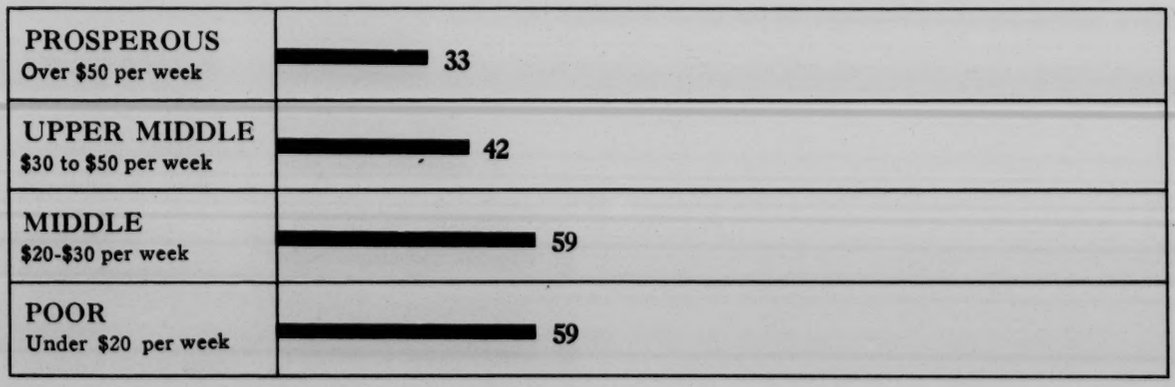
BENNY, Jack

February—April 1941

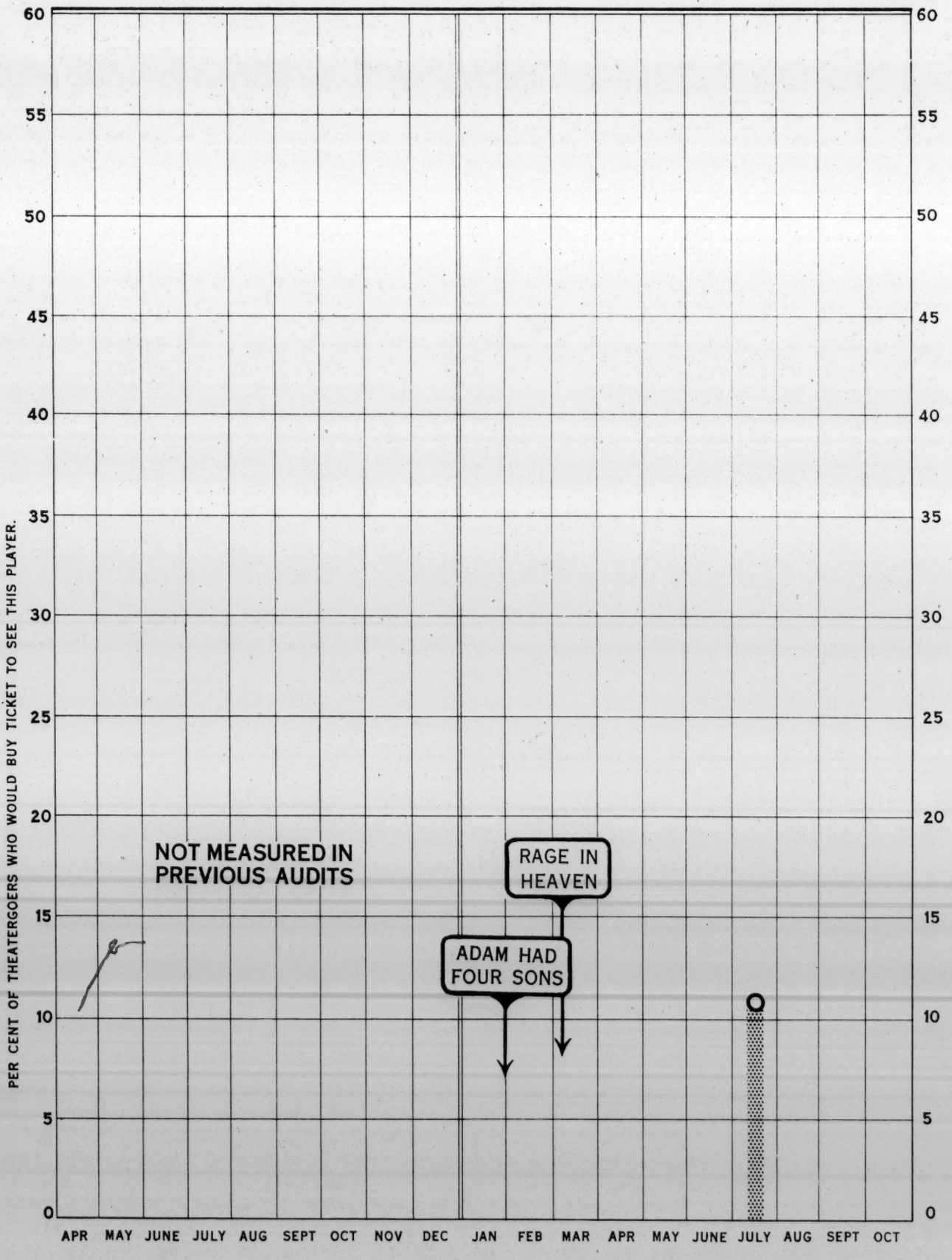




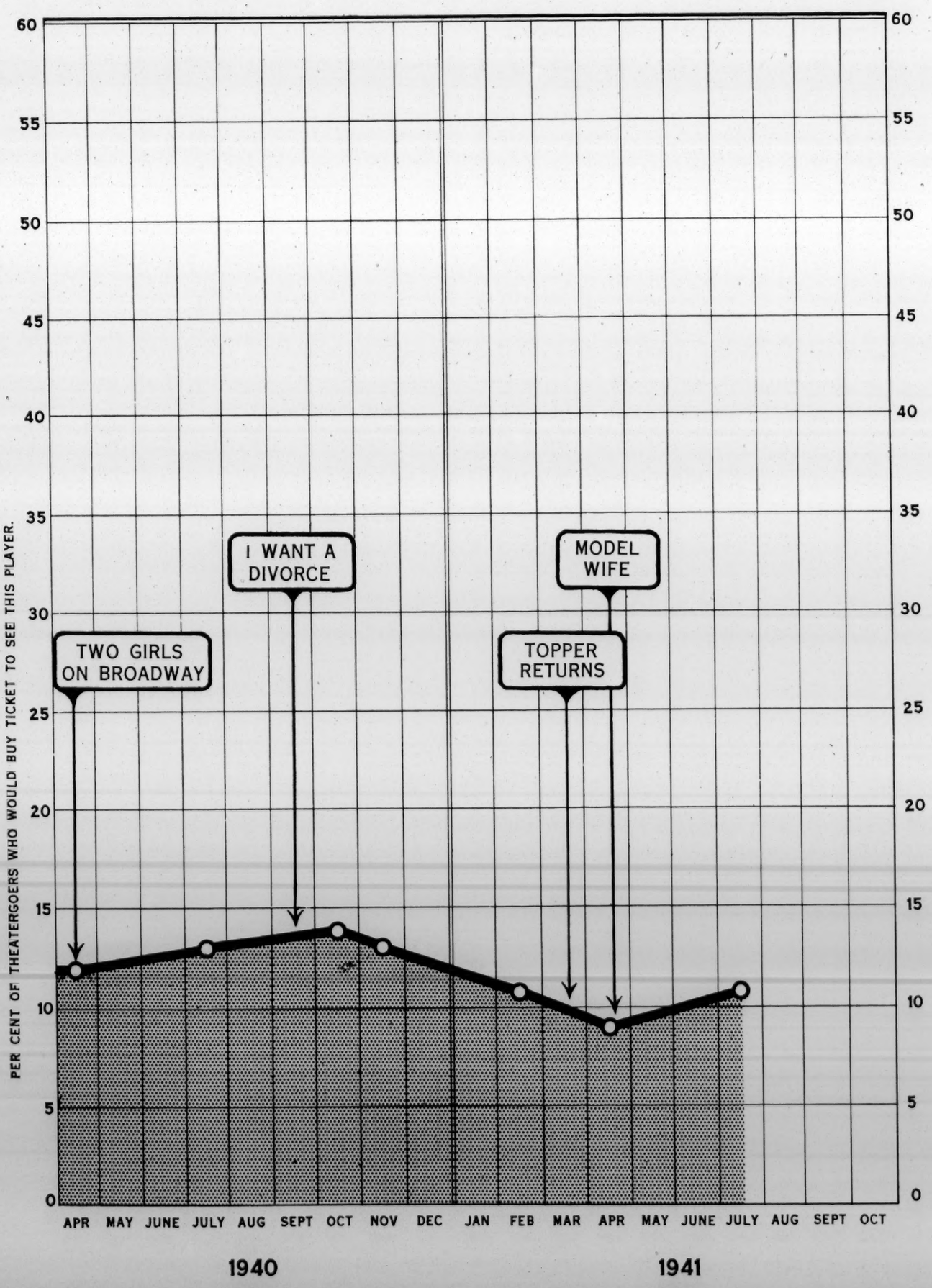




BERGMAN. INGRID
RANK. 80TH



BLONDELL. JOAN
RANK. 76TH



BLONDELL, Joan

February—April 1941

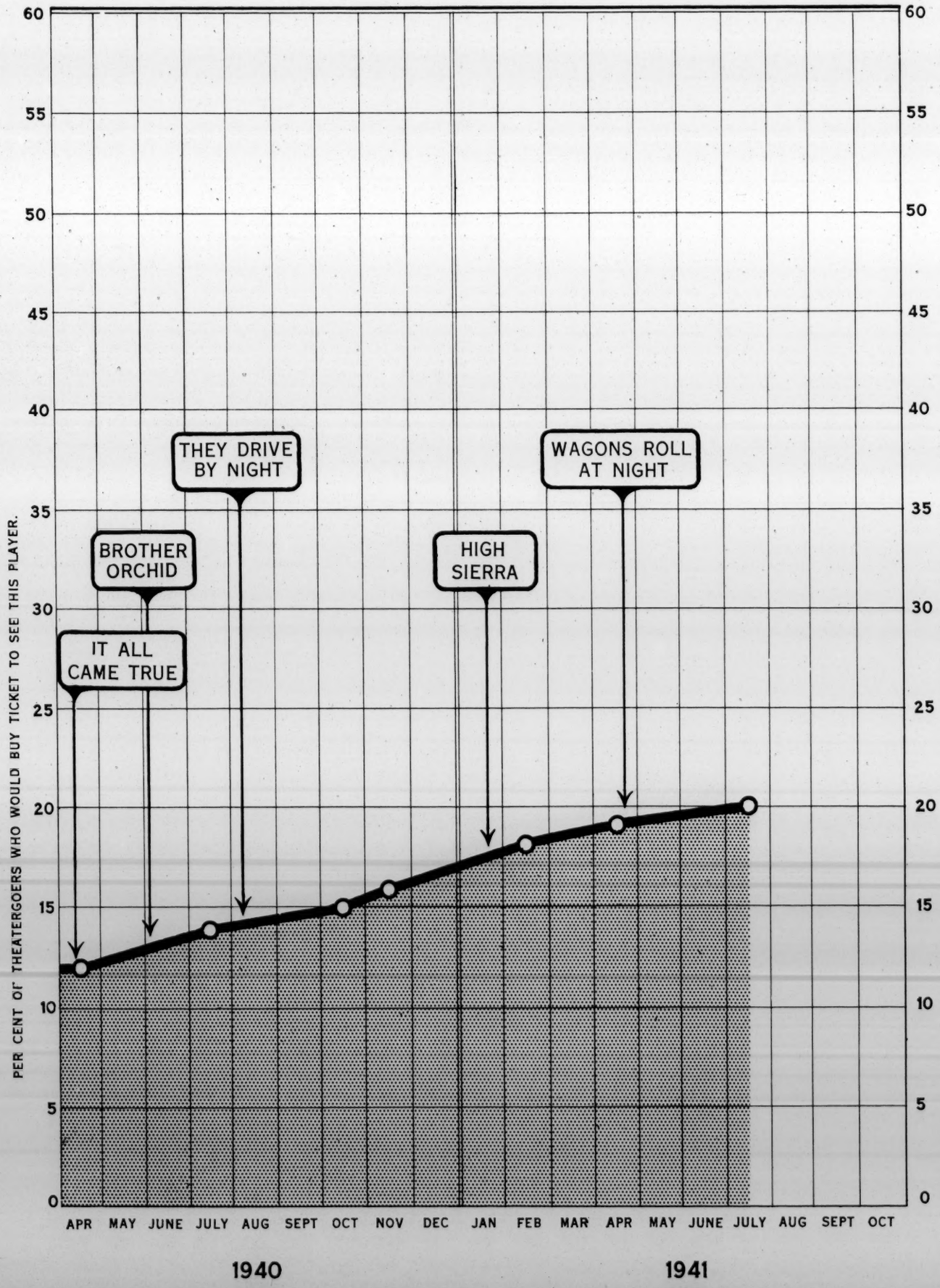
MALES	24
FEMALES	24

Boys 12-17	22
Men 18-30	22
Men 31 up	29

Girls 12-17	25
Women 18-30	25
Women 31 up	21

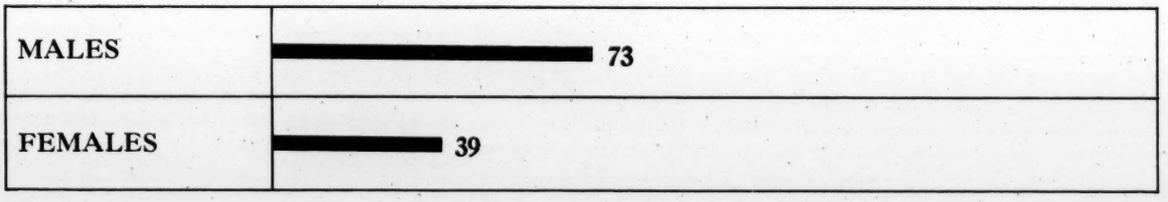
PROSPEROUS Over $50 per week	13
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	29
POOR Under $20 per week	32

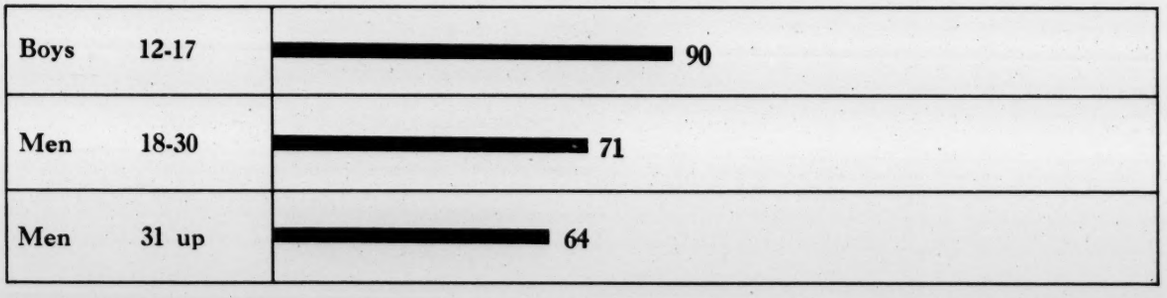
BOGART. HUMPHREY
RANK. 43RD

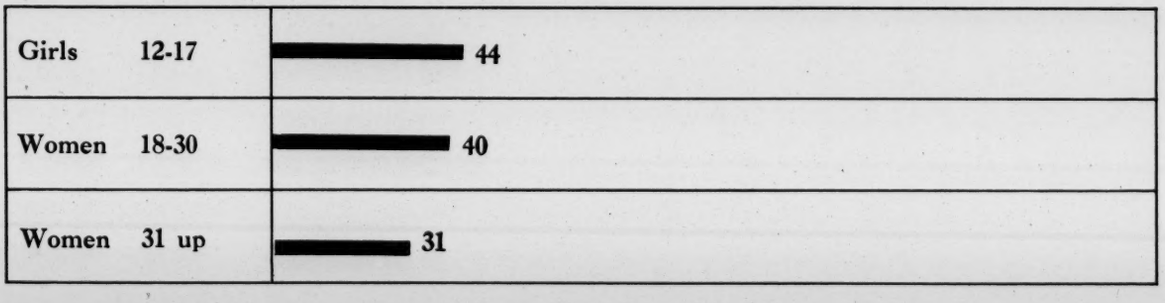


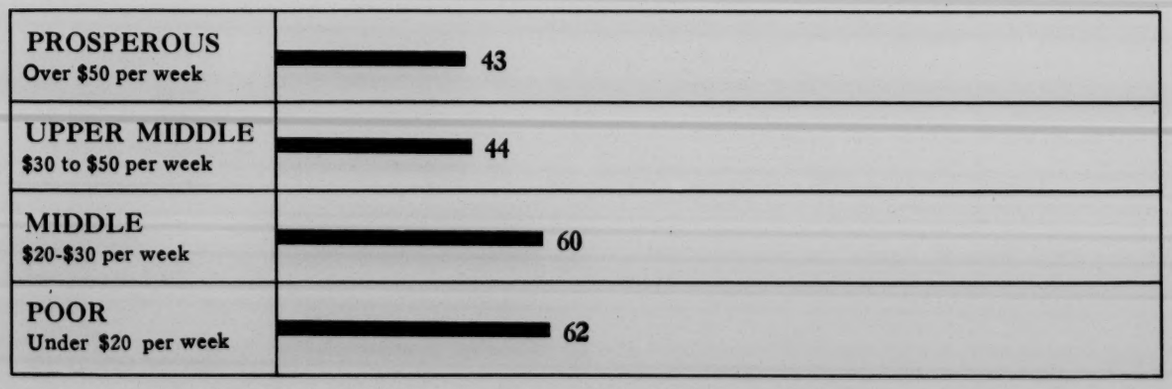
BOGART, Humphrey

February—April 1941

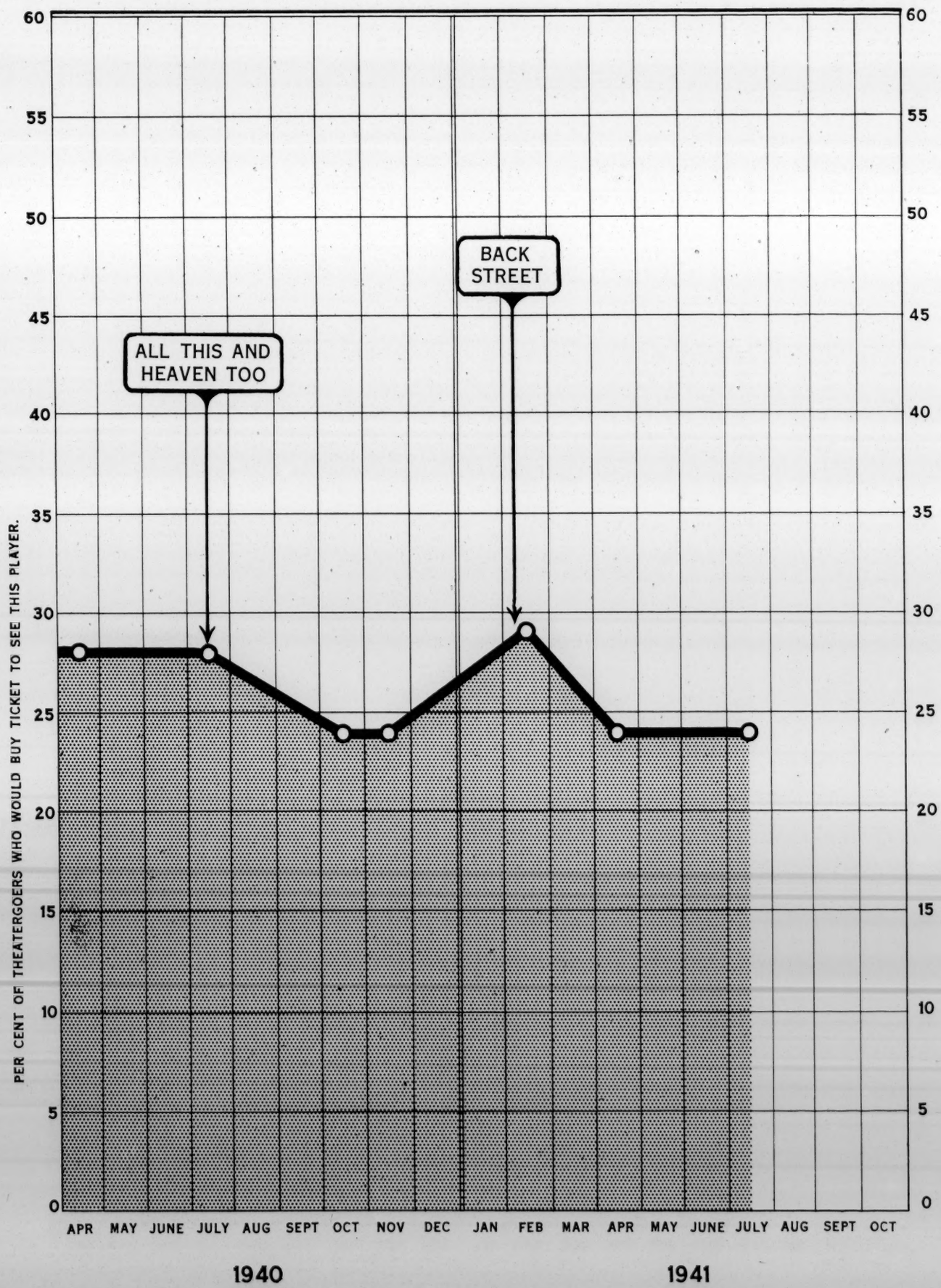






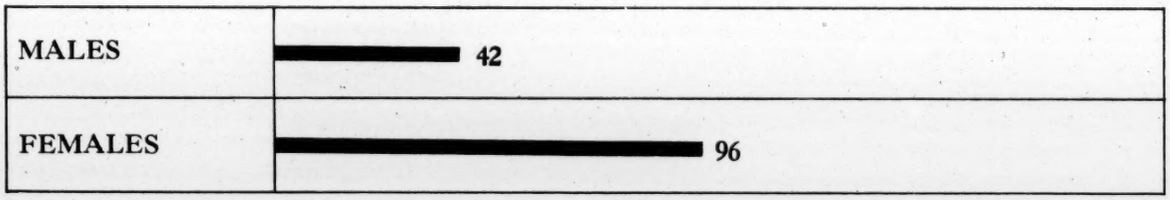


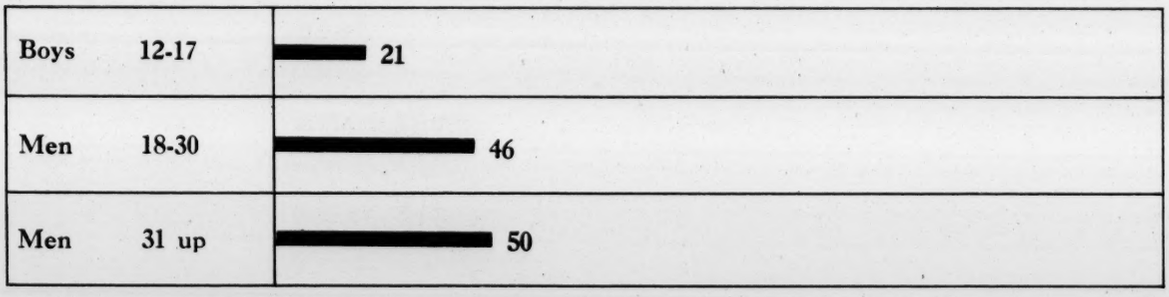
BOYER, CHARLES
RANK. 29TH

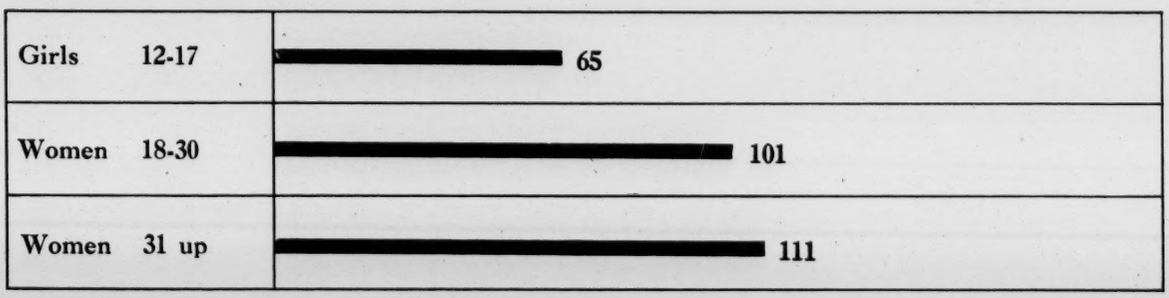


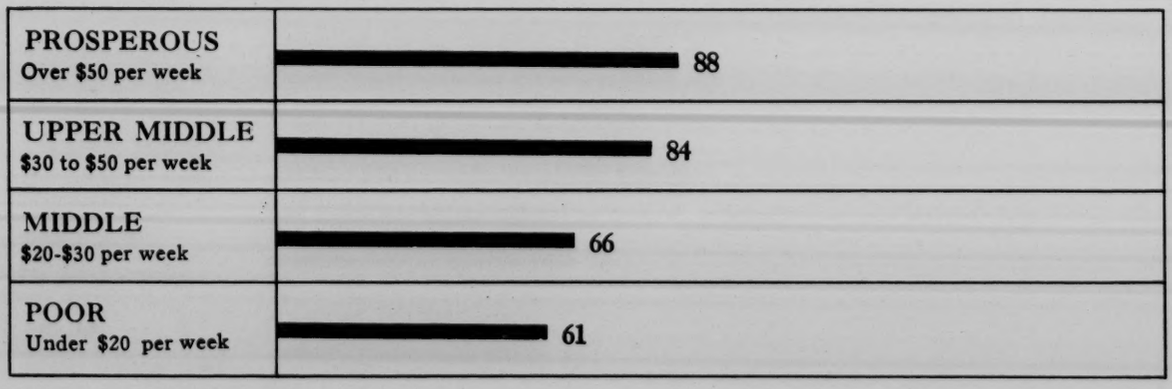
BOYER, Charles

February—April 1941

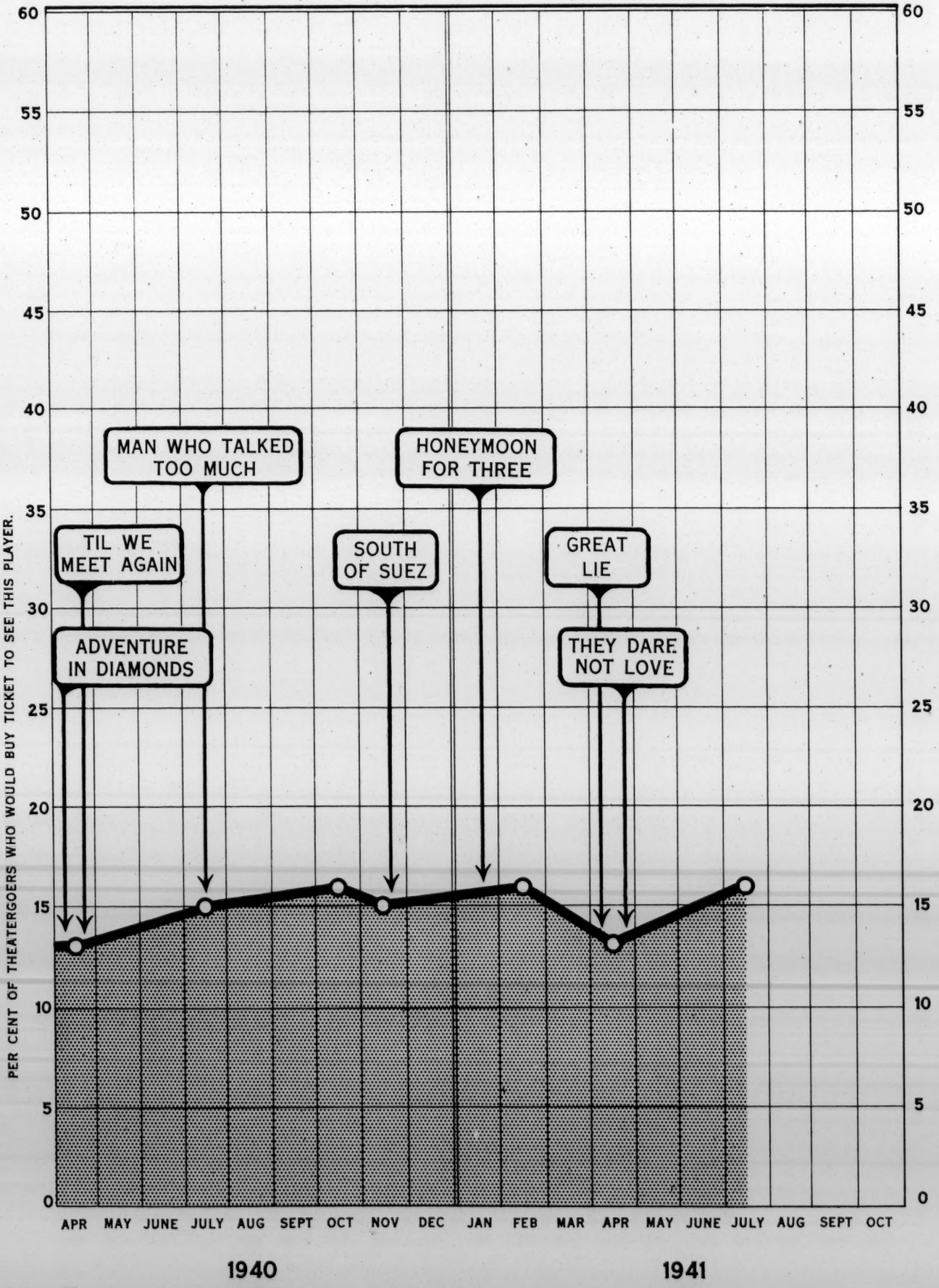








BRENT, GEORGE
RANK, 58TH



BRENT, George

February—April 1941

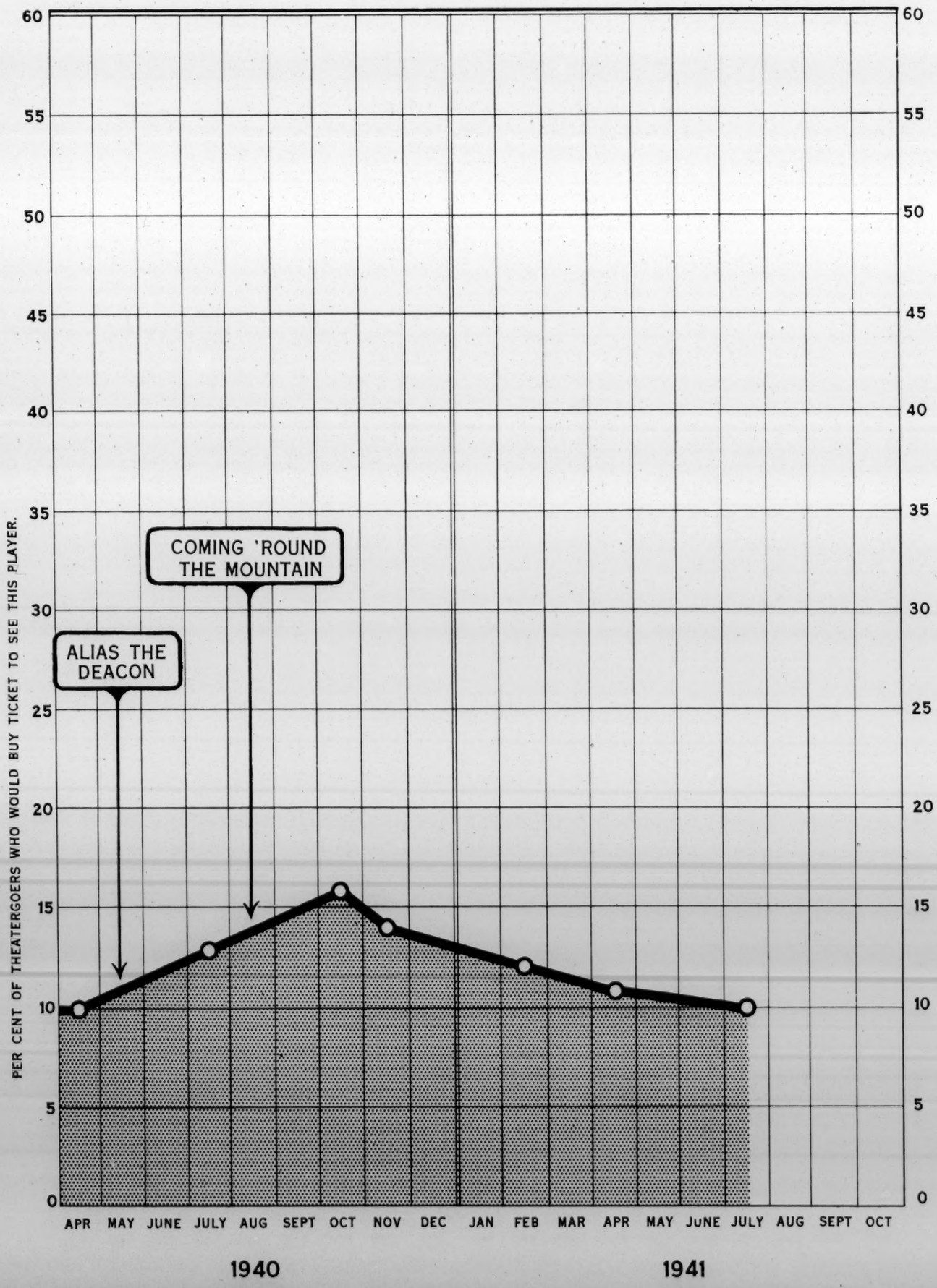
MALES	32
FEMALES	46

Boys 12-17	31
Men 18-30	34
Men 31 up	30

Girls 12-17	41
Women 18-30	46
Women 31 up	48

PROSPEROUS Over $50 per week	36
UPPER MIDDLE $30 to $50 per week	41
MIDDLE $20-$30 per week	41
POOR Under $20 per week	48

BURNS. BOB
RANK. 83RD



BURNS, Bob

February—April 1941

MALES	53
FEMALES	20

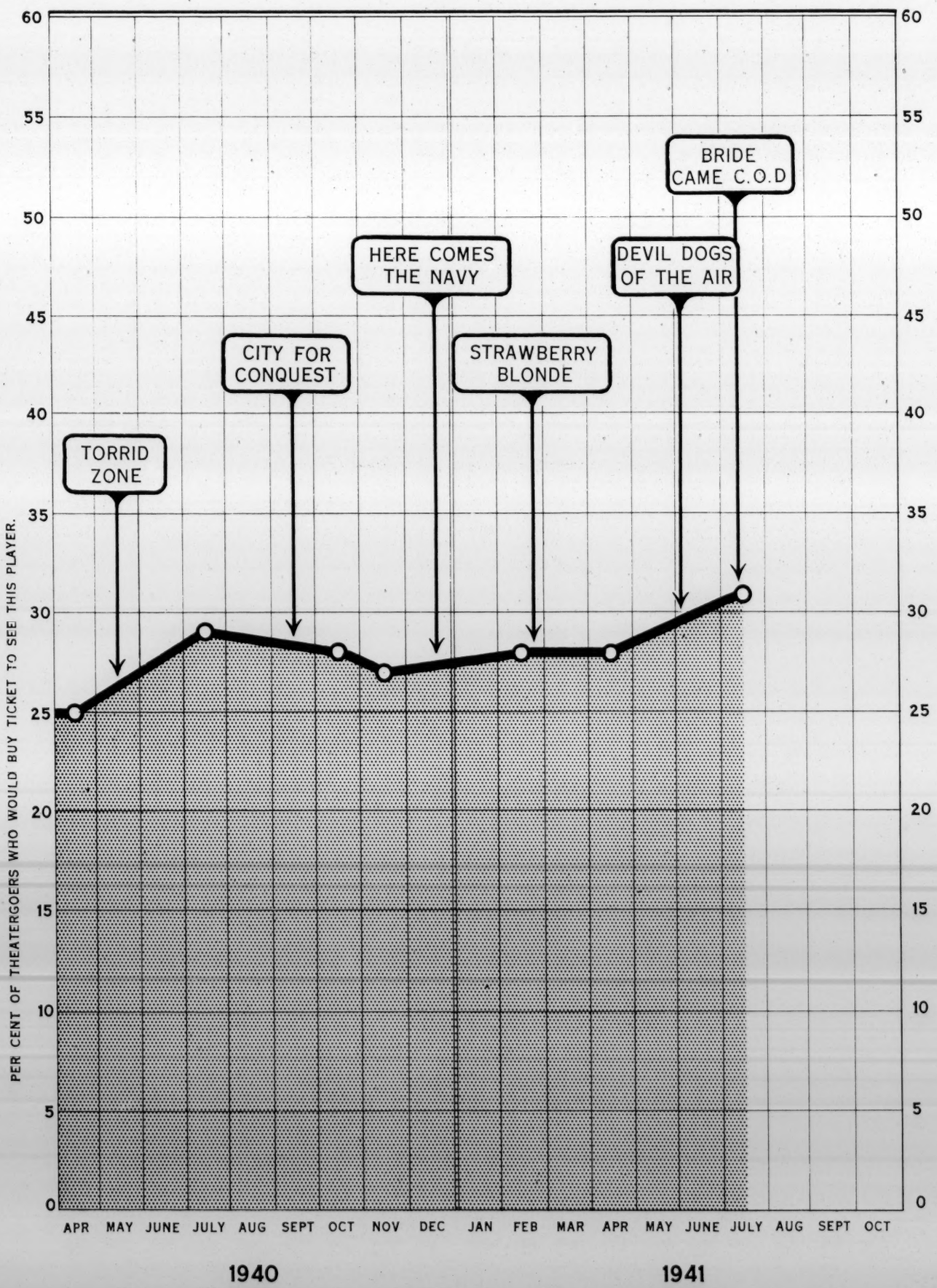
Boys 12-17	93
Men 18-30	40
Men 31 up	50

Girls 12-17	26
Women 18-30	18
Women 31 up	21

PROSPEROUS Over $50 per week	27
UPPER MIDDLE $30 to $50 per week	23
MIDDLE $20-$30 per week	37
POOR Under $20 per week	55

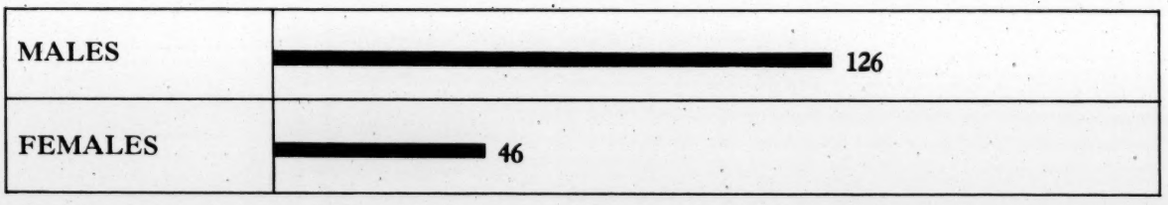
CAGNEY. JAMES

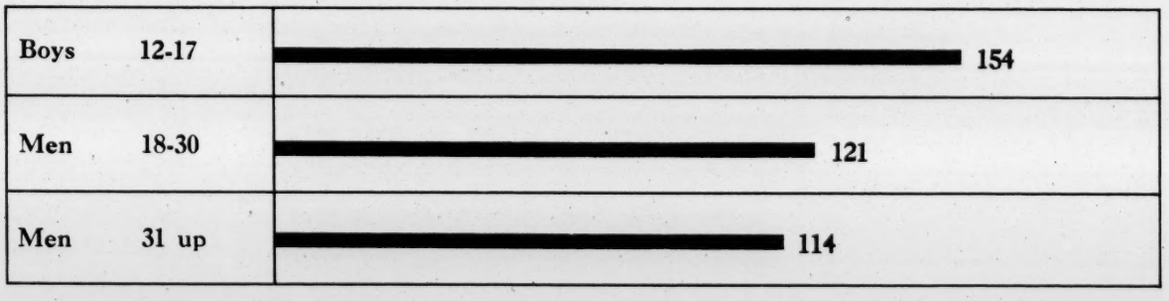
RANK. 13TH

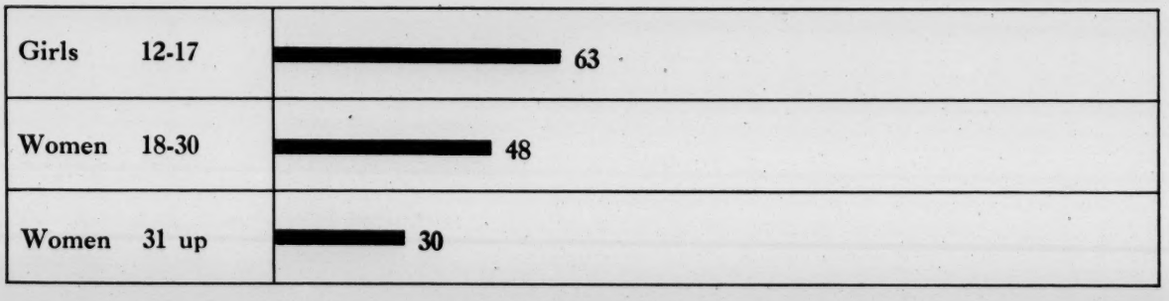


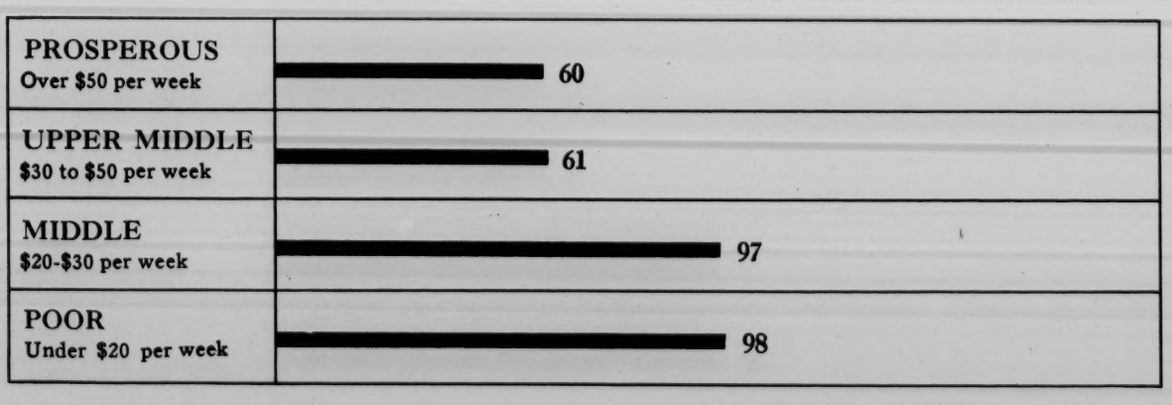
CAGNEY, James

February—April 1941



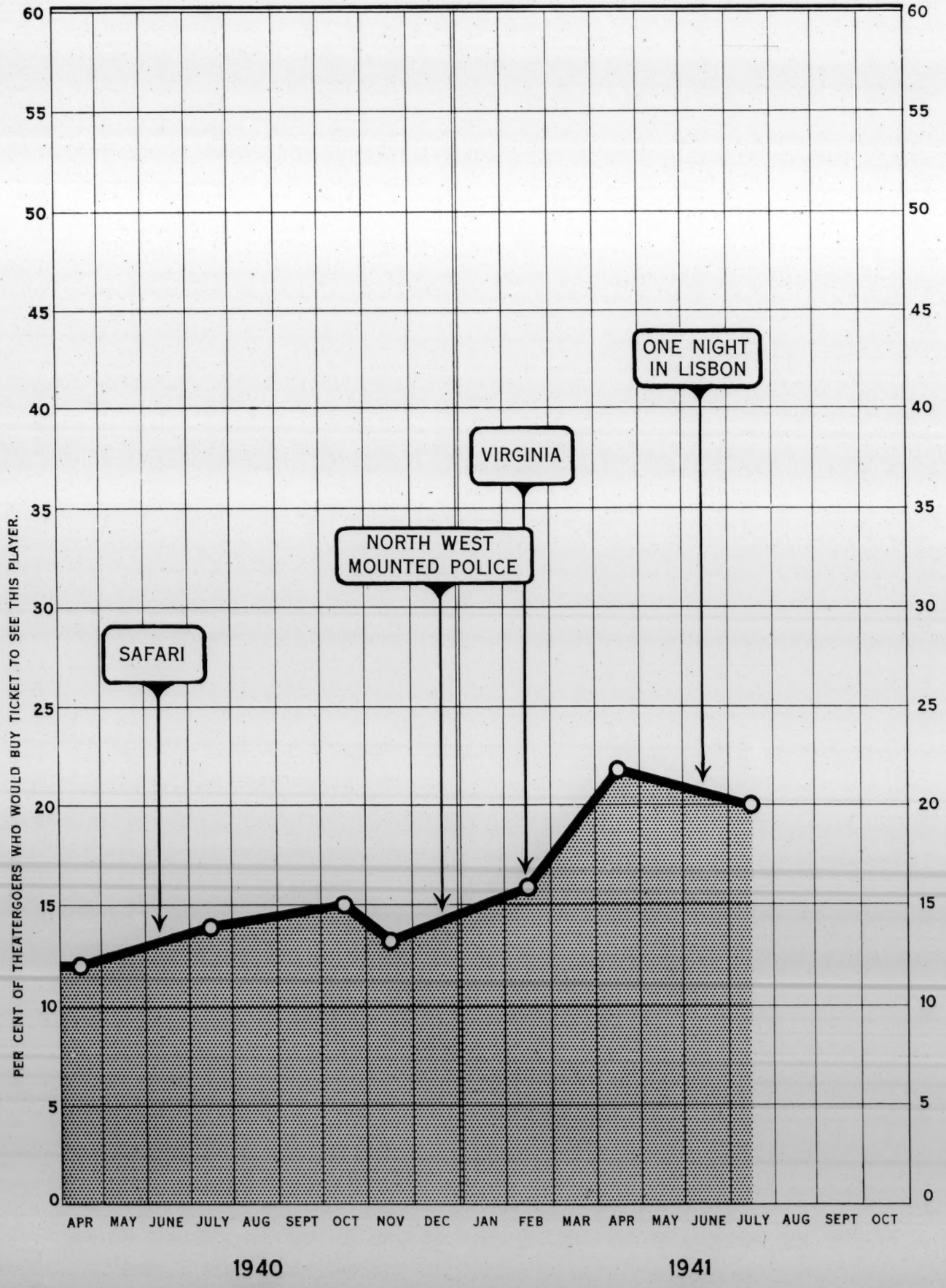






CARROLL. MADELEINE

RANK. 45TH



CARROLL, Madeleine

February—April 1941

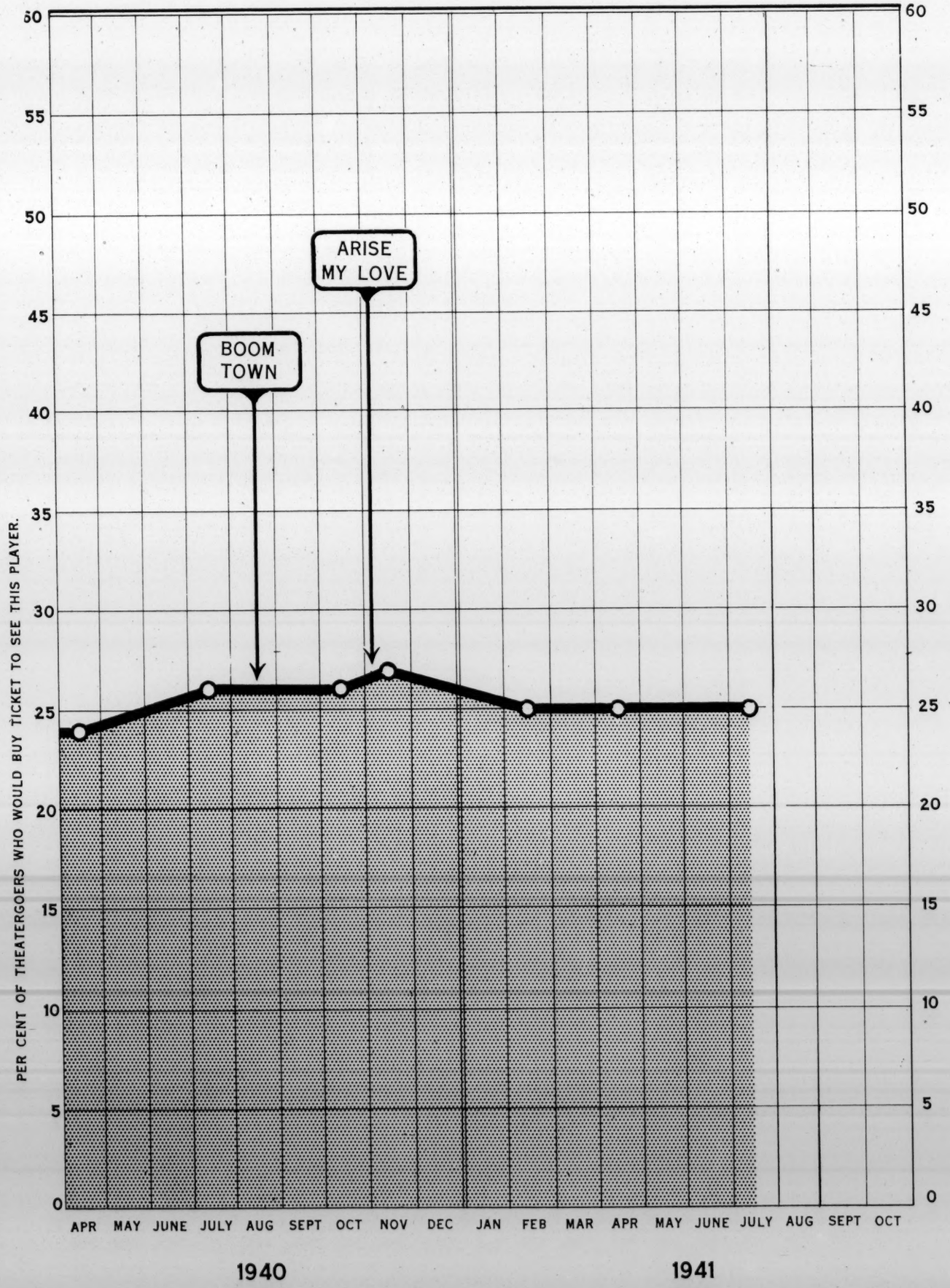
MALES	48
FEMALES	58

Boys 12-17	20
Men 18-30	60
Men 31 up	45

Girls 12-17	71
Women 18-30	51
Women 31 up	63

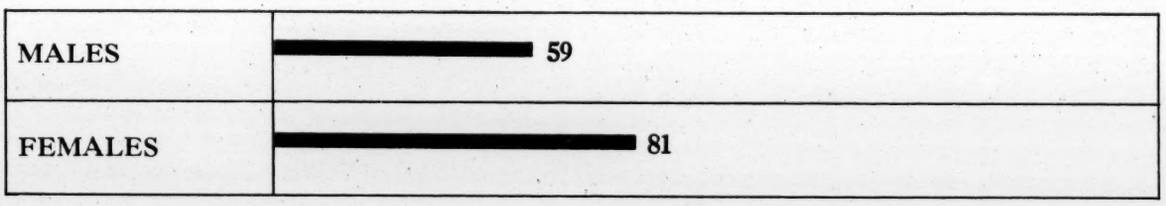
PROSPEROUS Over $50 per week	61
UPPER MIDDLE $30 to $50 per week	59
MIDDLE $20-$30 per week	51
POOR Under $20 per week	43

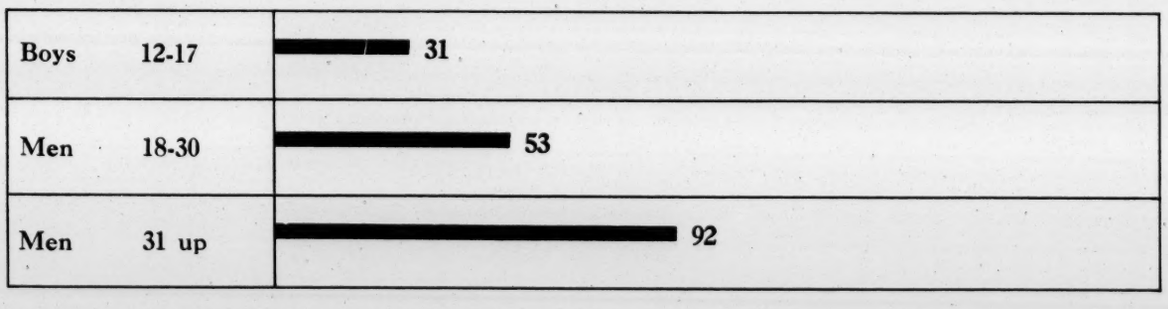
COLBERT. CLAUDETTE
RANK. 24TH

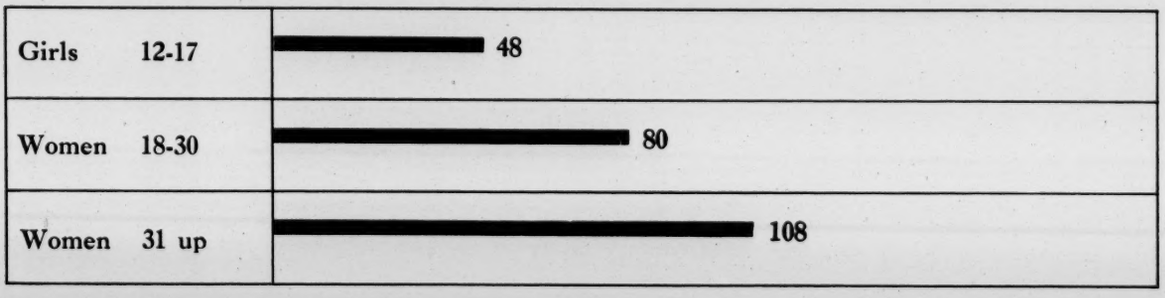


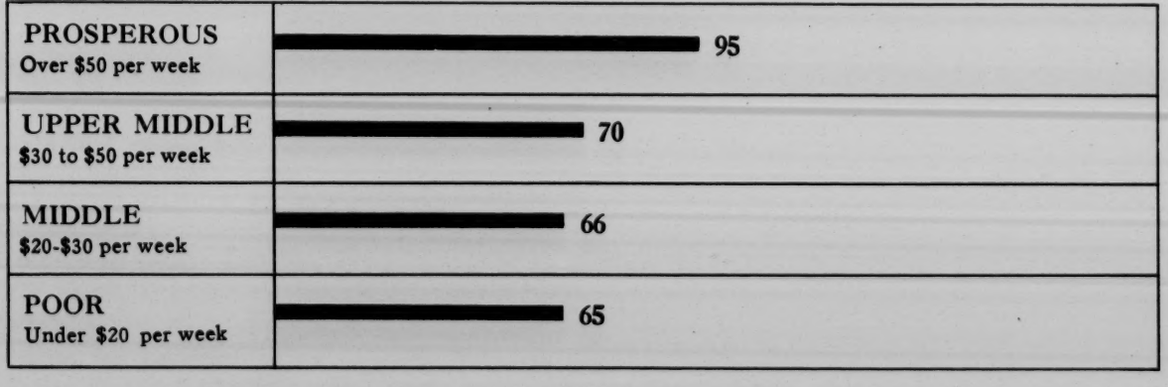
COLBERT, Claudette

February—April 1941



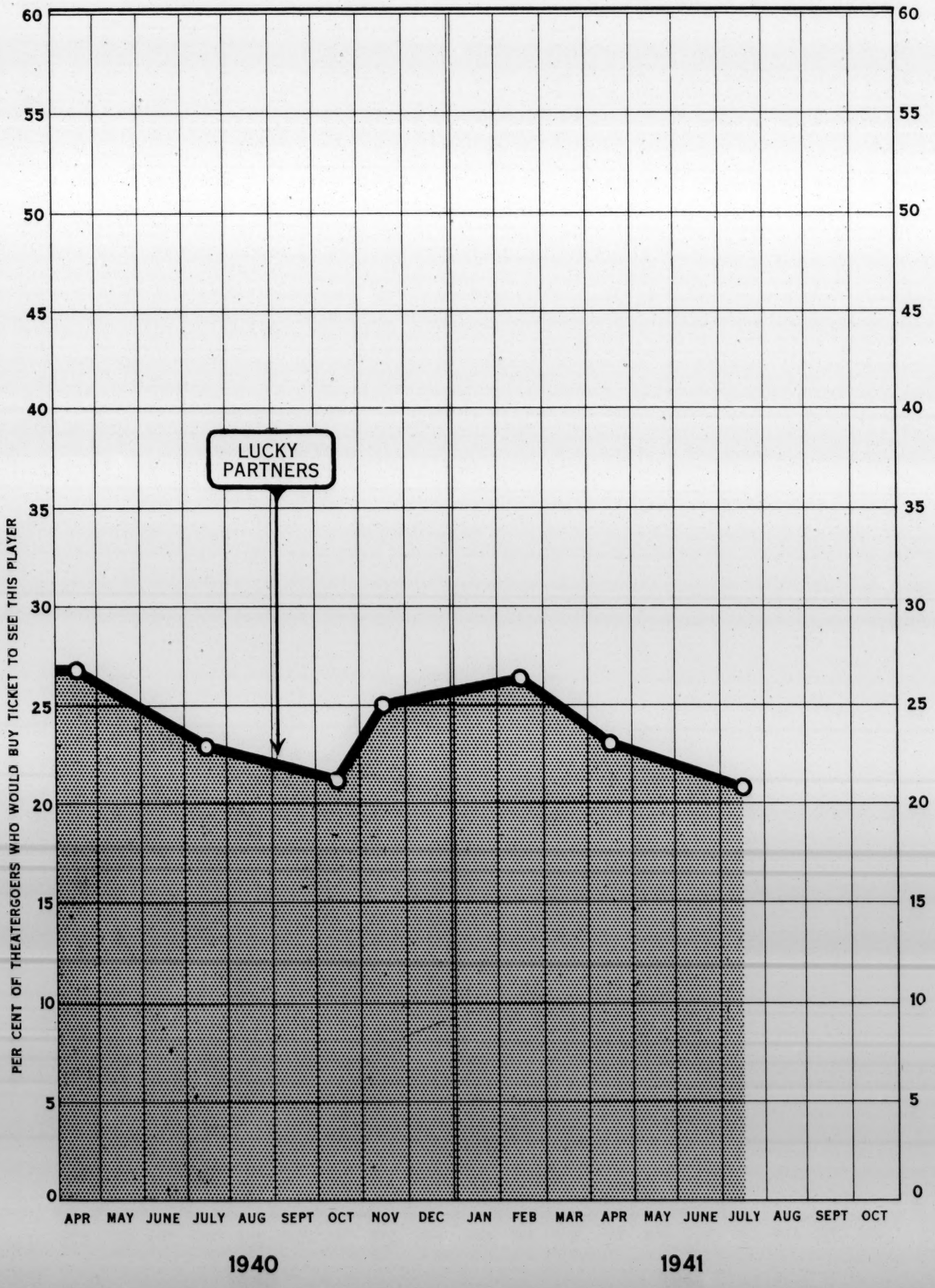






COLMAN. RONALD

RANK. 40TH



COLMAN, Ronald

February—April 1941

MALES	60
FEMALES	73

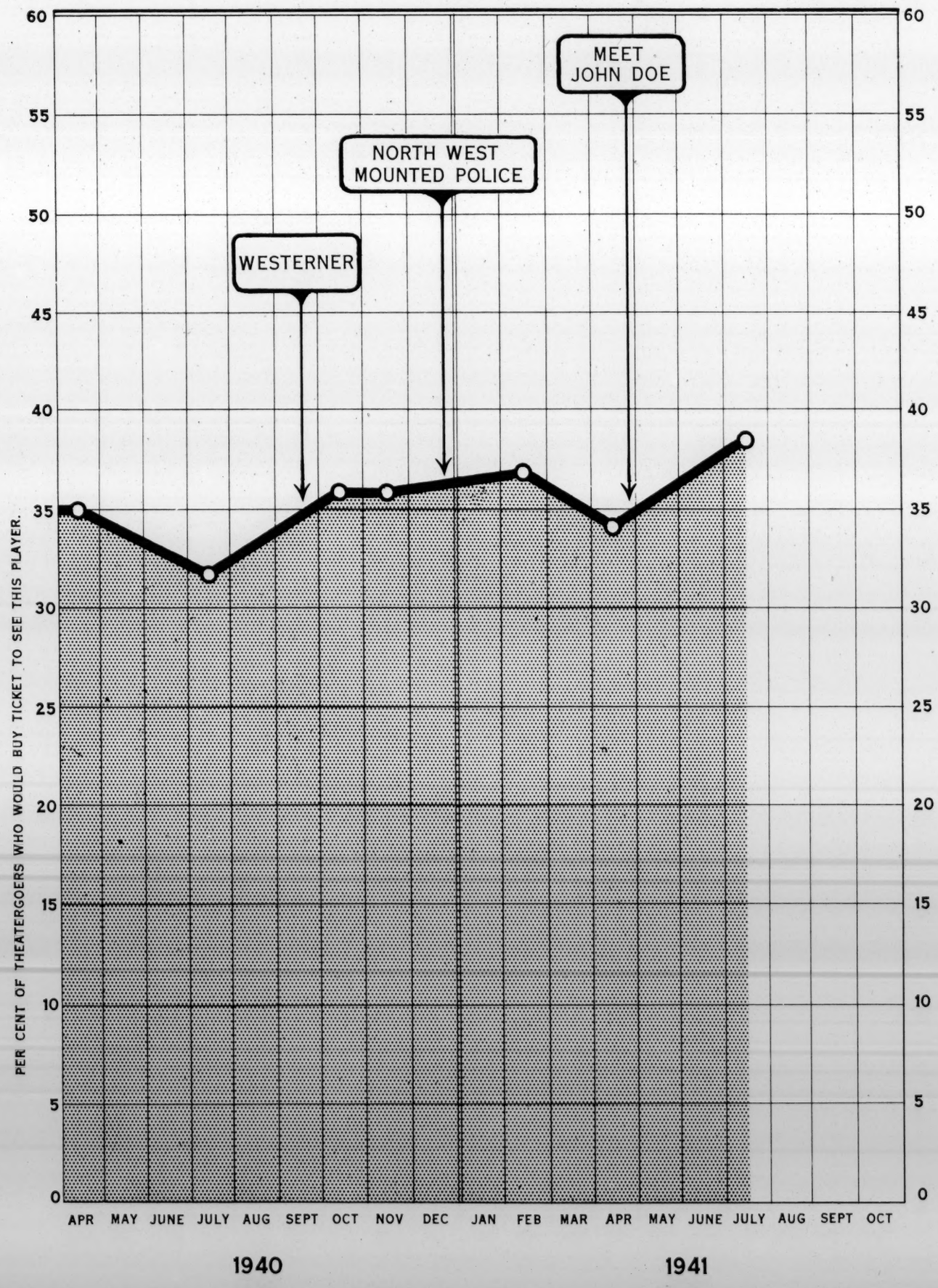
Boys 12-17	34
Men 18-30	65
Men 31 up	70

Girls 12-17	39
Women 18-30	74
Women 31 up	97

PROSPEROUS Over $50 per week	90
UPPER MIDDLE $30 to $50 per week	72
MIDDLE $20-$30 per week	62
POOR Under $20 per week	48

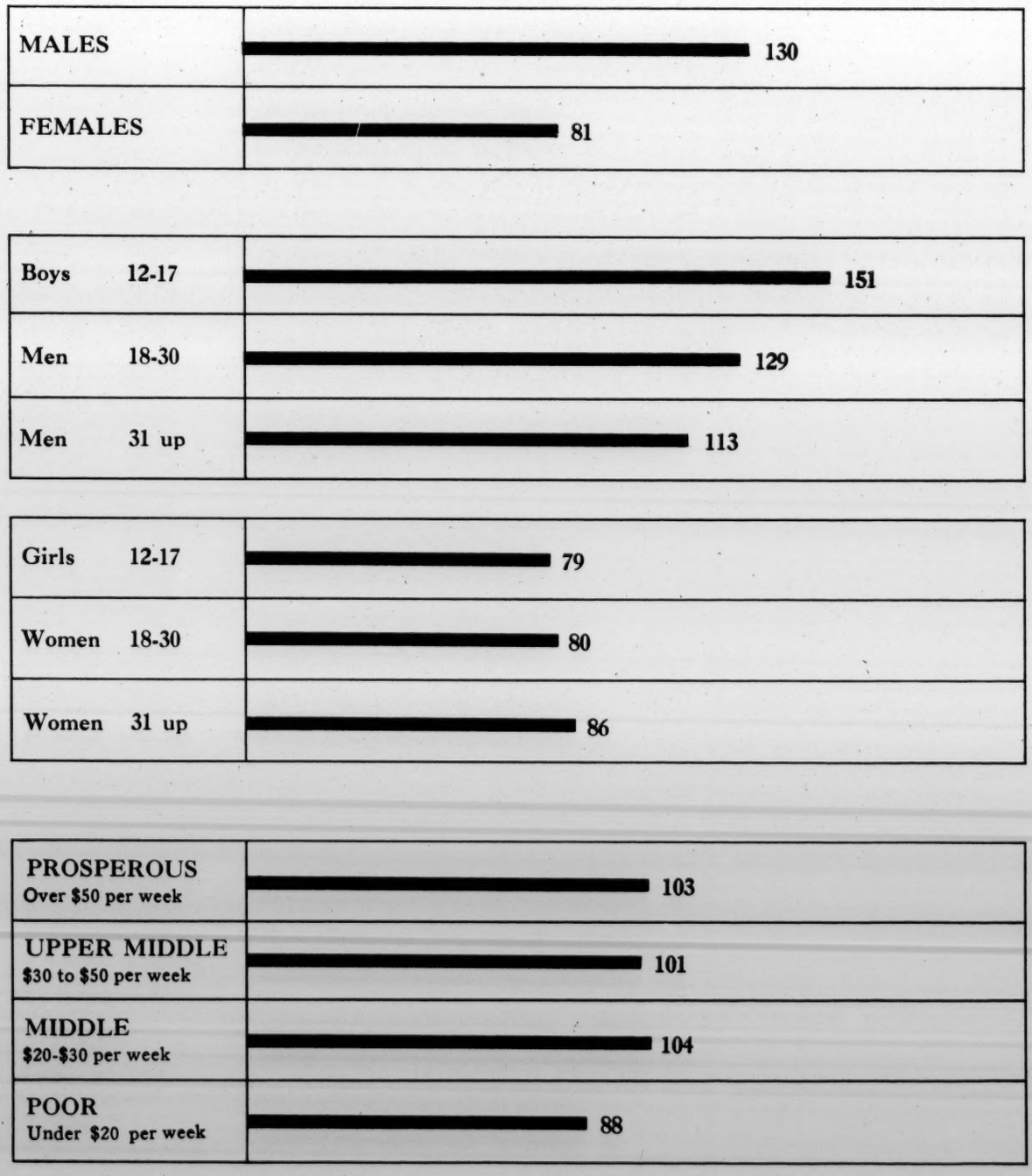
COOPER. GARY

RANK. 7TH



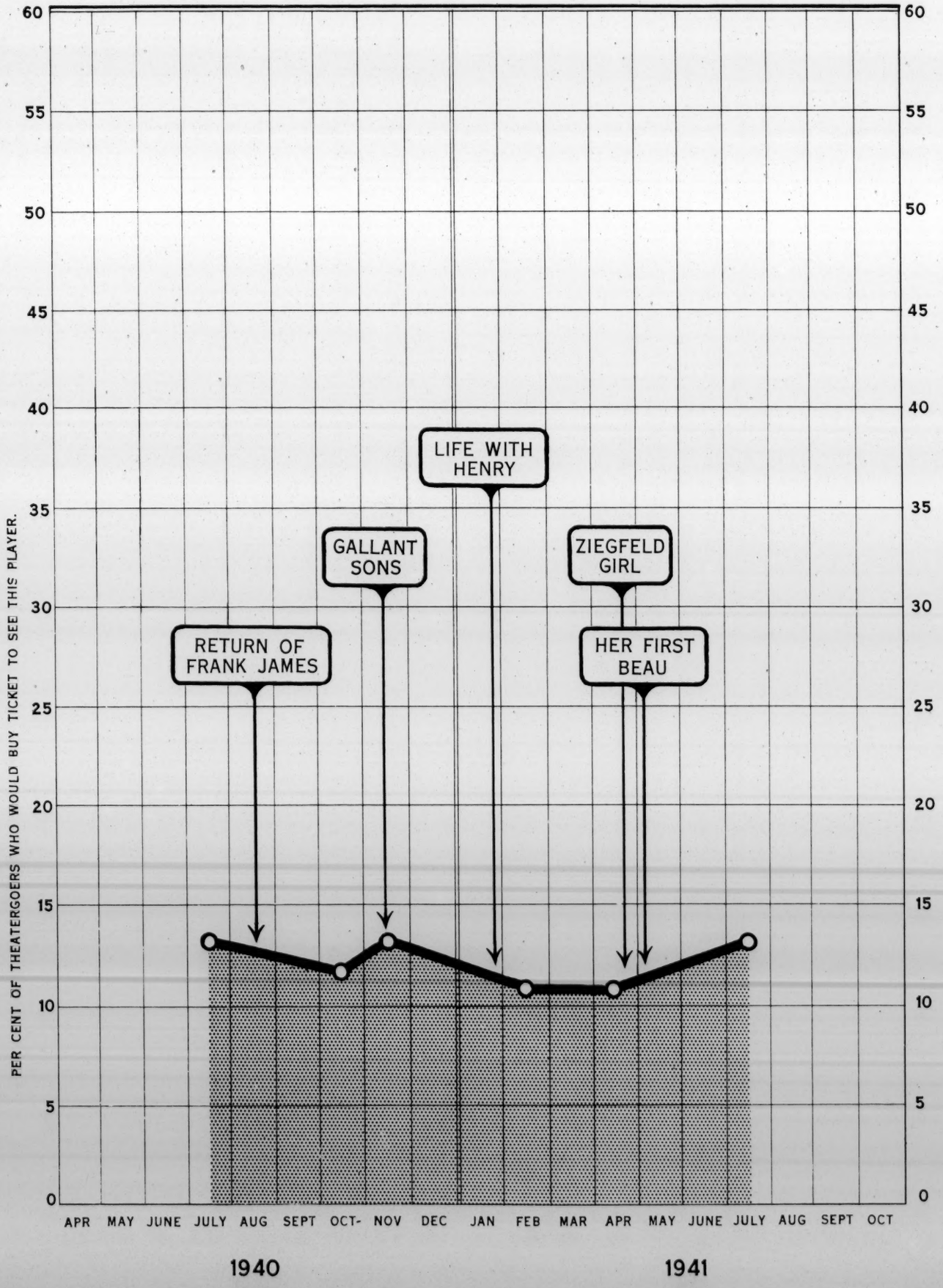
COOPER, Gary

February—April 1941



COOPER. JACKIE

RANK. 70TH



COOPER, Jackie

February—April 1941

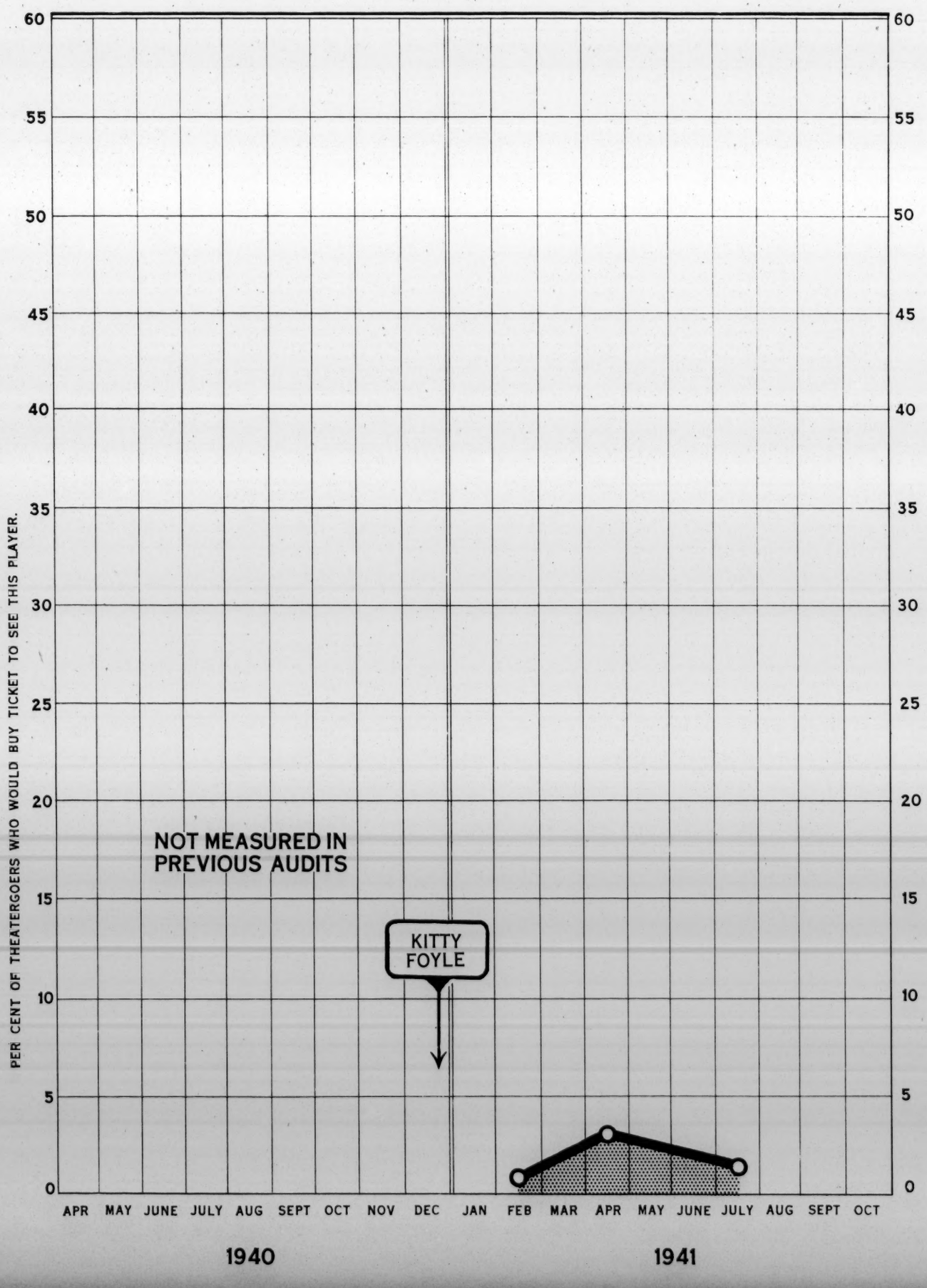
MALES	38
FEMALES	28

Boys 12-17	89
Men 18-30	28
Men 31 up	18

Girls 12-17	55
Women 18-30	24
Women 31 up	19

PROSPEROUS Over $50 per week	24
UPPER MIDDLE $30 to $50 per week	25
MIDDLE $20-$30 per week	36
POOR Under $20 per week	39

CRAIG. JAMES
RANK. 111TH



CRAIG, James

February—April 1941

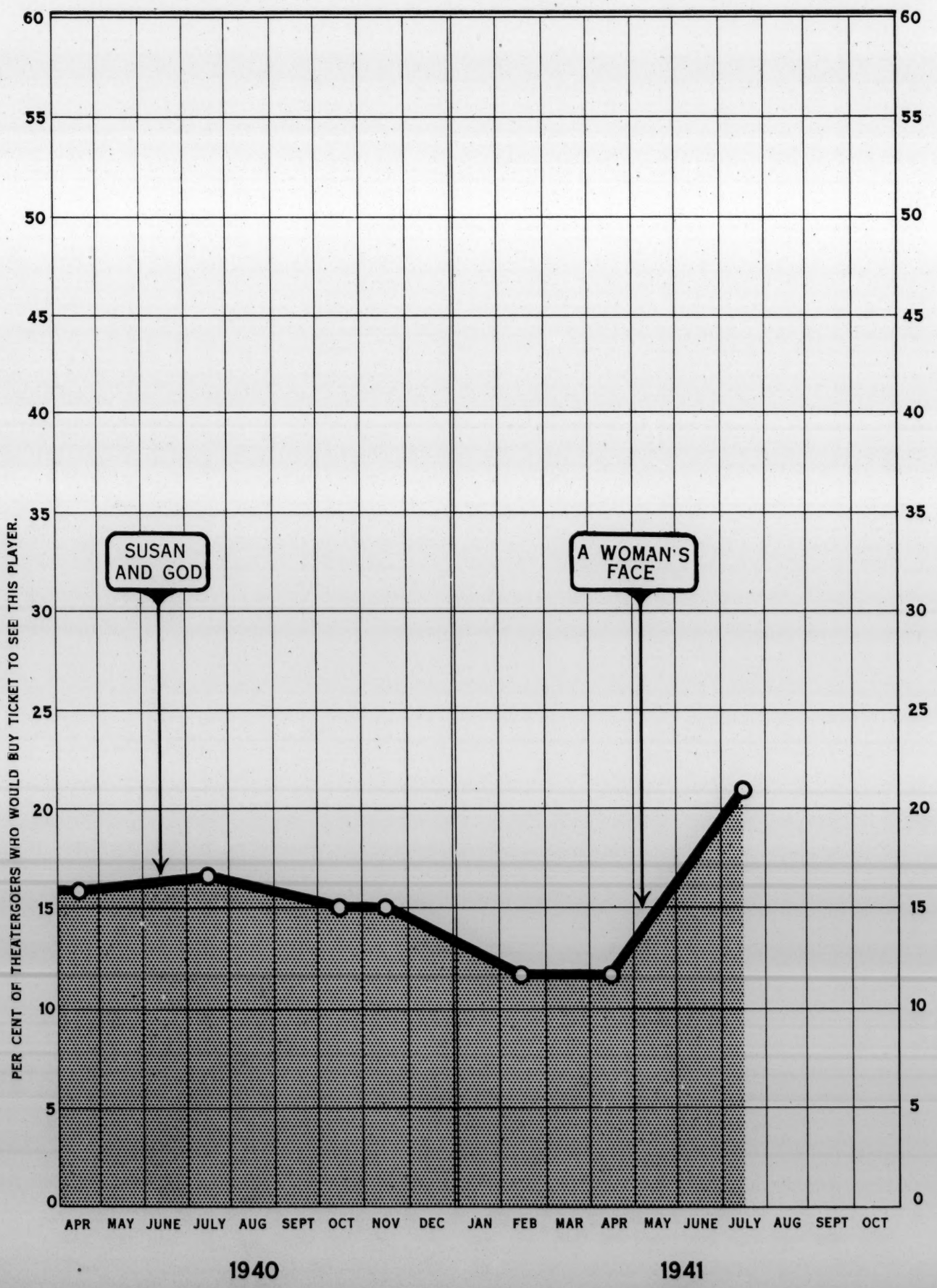
MALES	6
FEMALES	5

Boys 12-17	5
Men 18-30	6
Men 31 up	6

Girls 12-17	11
Women 18-30	4
Women 31 up	1

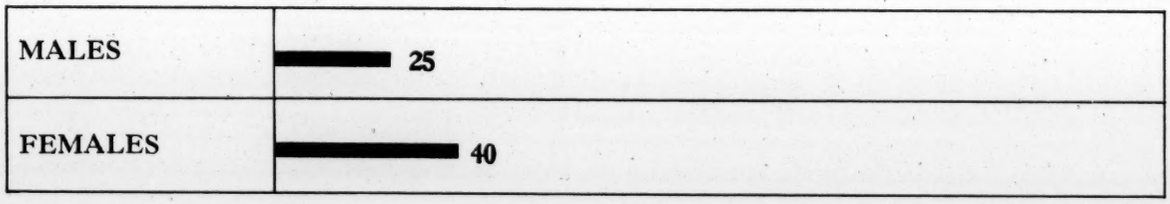
PROSPEROUS Over $50 per week	6
UPPER MIDDLE $30 to $50 per week	6
MIDDLE $20-$30 per week	4
POOR Under $20 per week	4

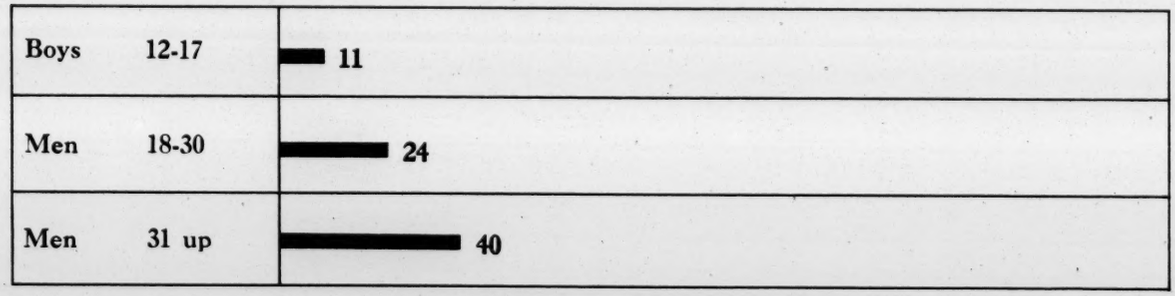
CRAWFORD, JOAN
RANK, 36TH

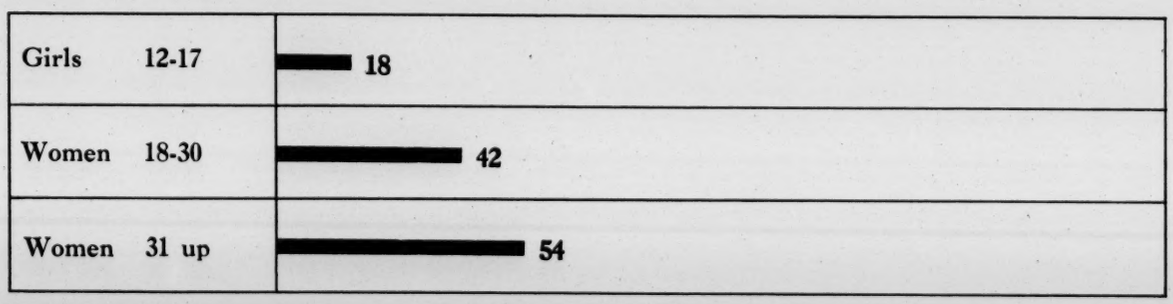


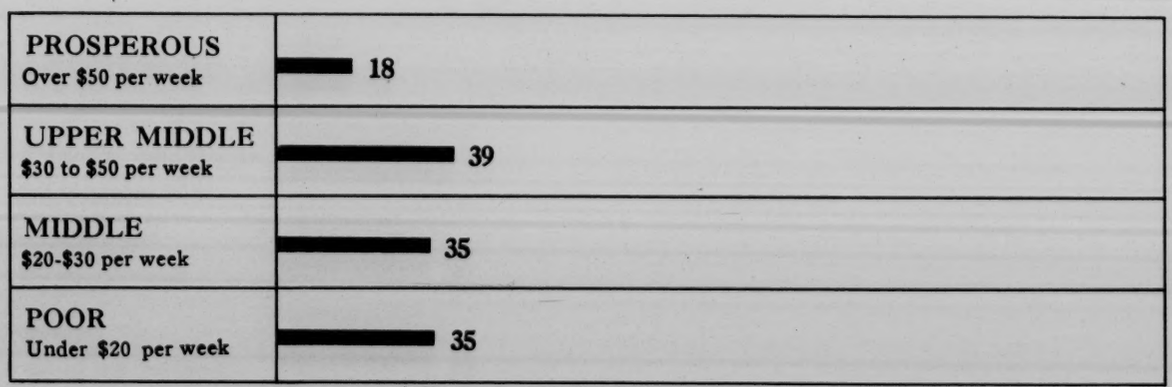
CRAWFORD, Joan

February—April 1941

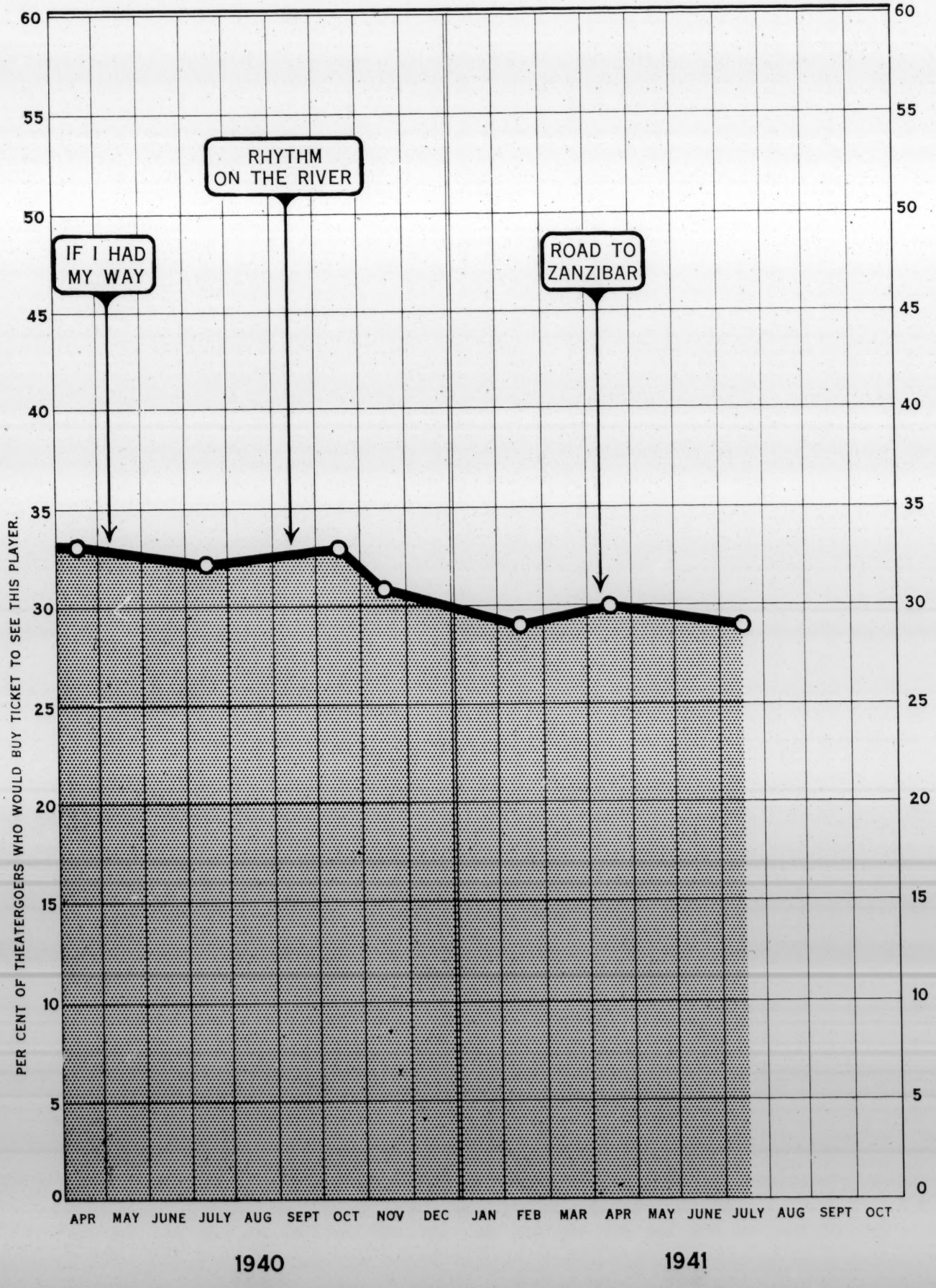






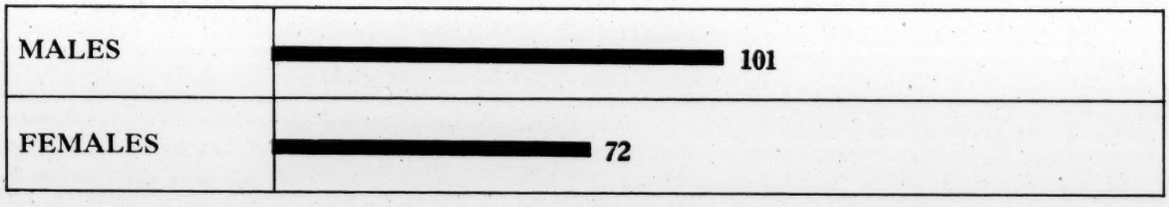


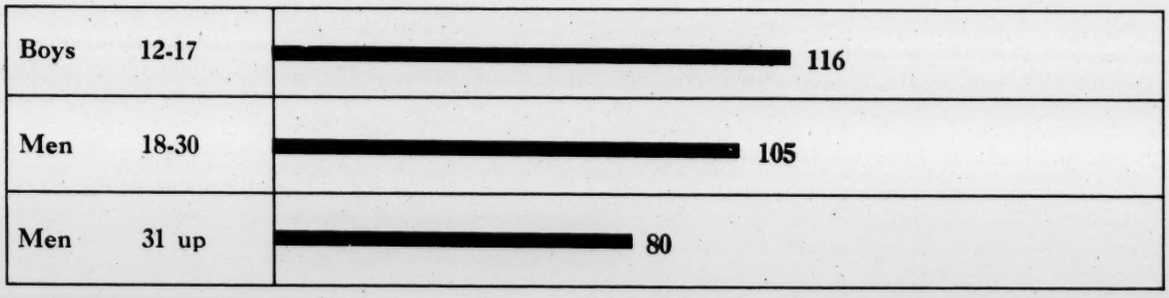
CROSBY, BING
RANK. 15TH

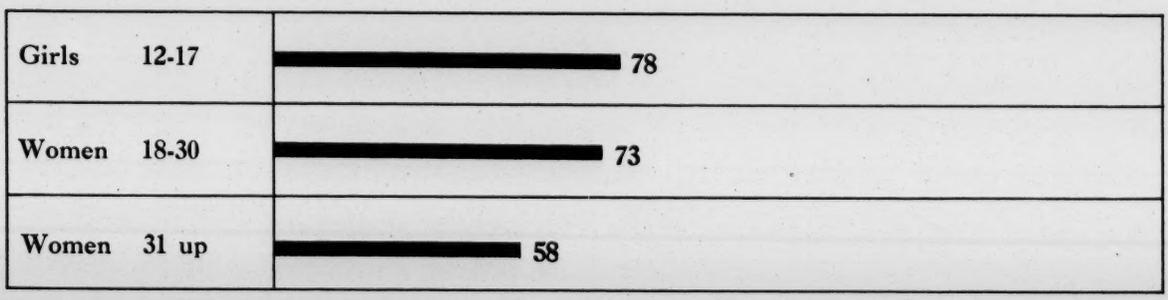


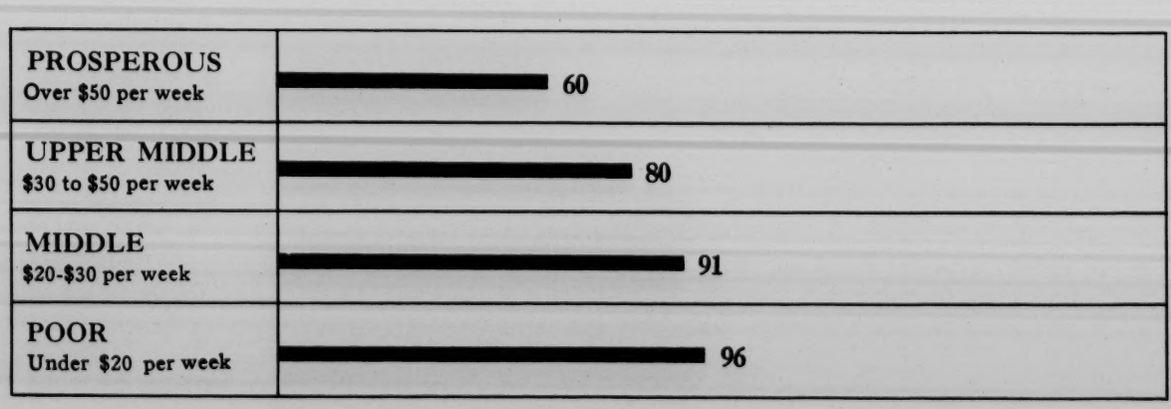
CROSBY, Bing

February—April 1941



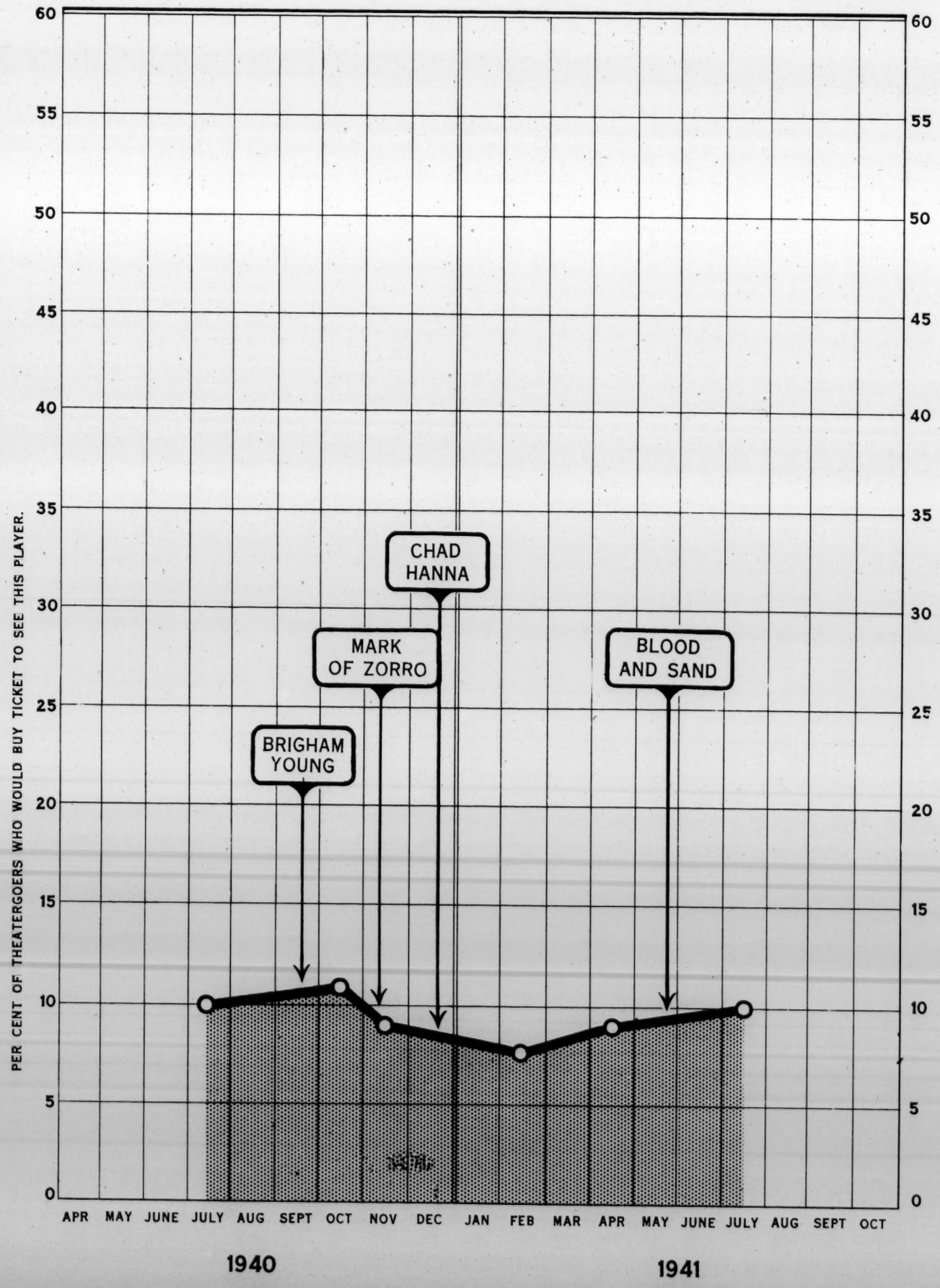






DARNELL. LINDA

RANK. 83RD



DARNELL, Linda

February—April 1941

MALES	24
FEMALES	24

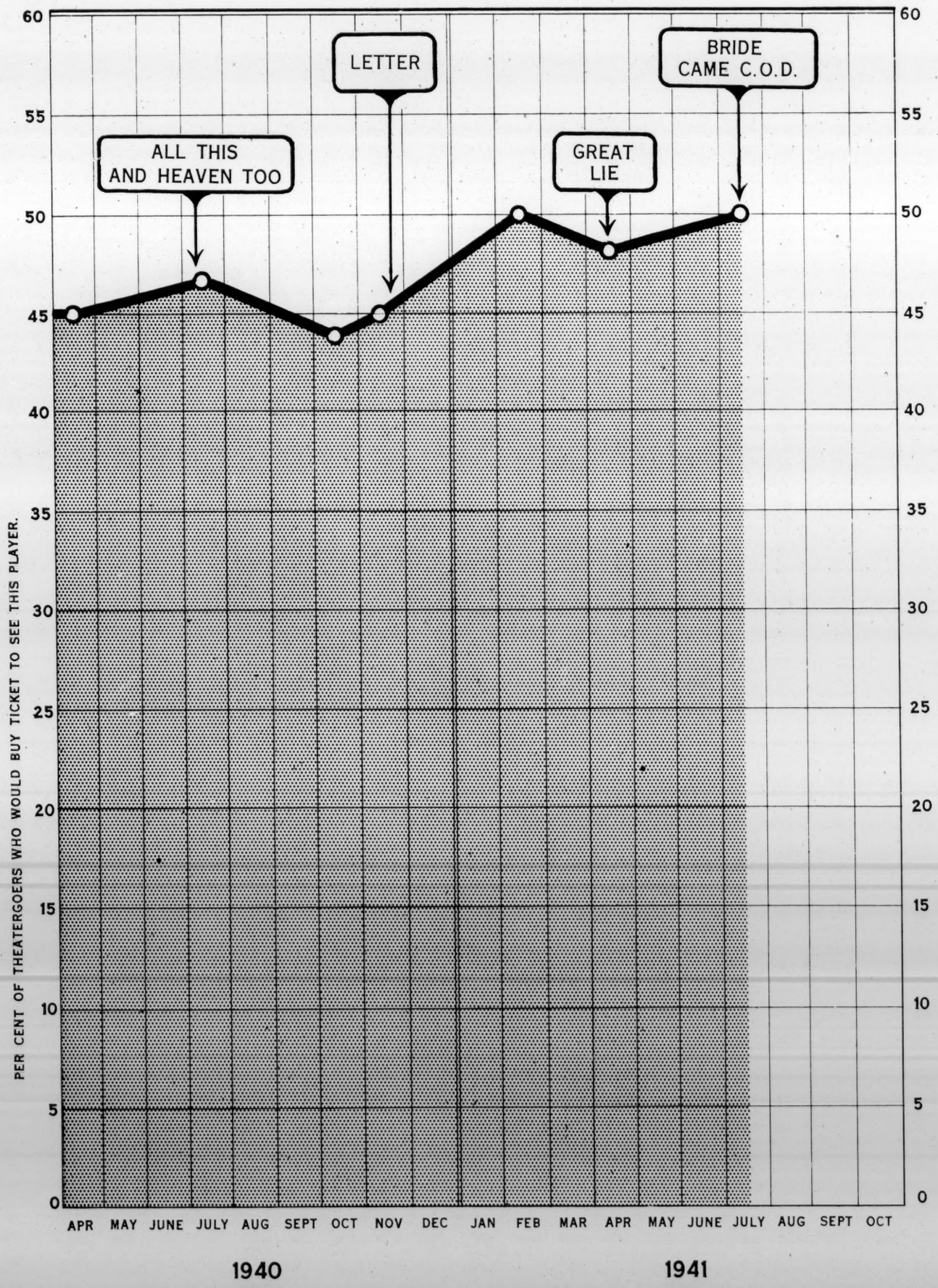
Boys 12-17	21
Men 18-30	33
Men 31 up	6

Girls 12-17	55
Women 18-30	23
Women 31 up	5

PROSPEROUS Over $50 per week	18
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	40
POOR Under $20 per week	25

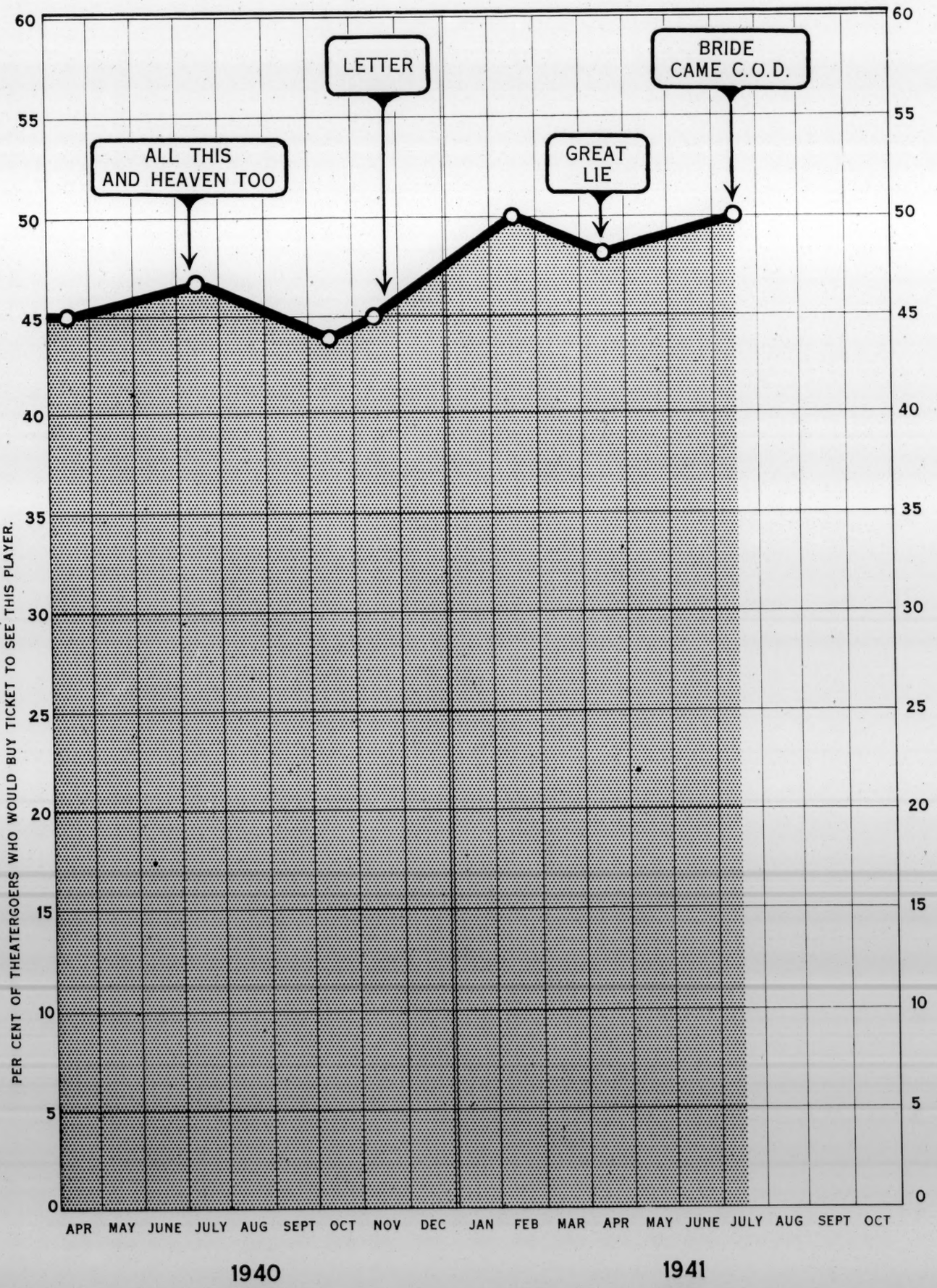
DAVIS. BETTE

RANK. 2ND



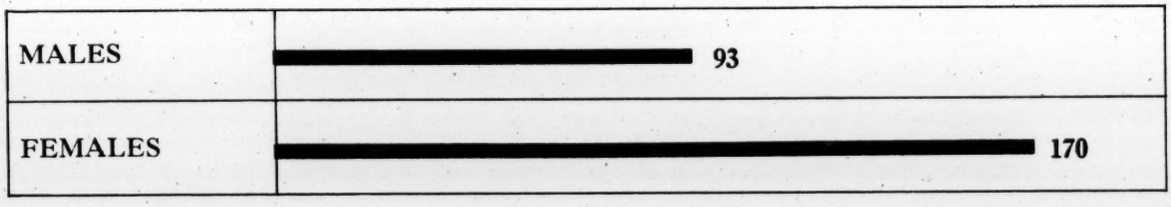
DAVIS. BETTE

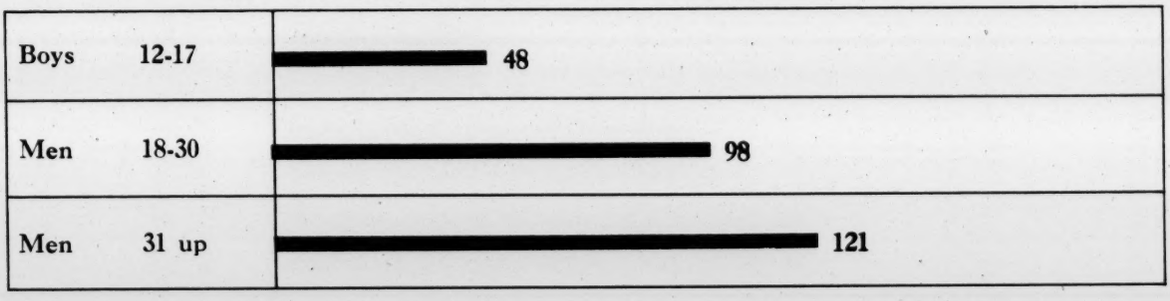
RANK. 2ND

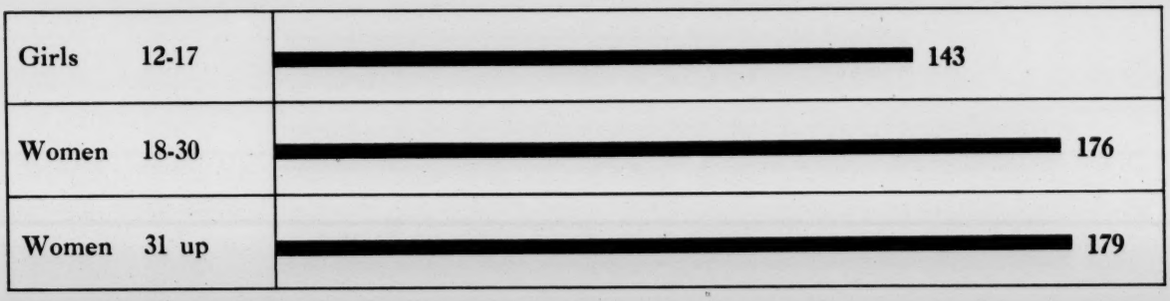


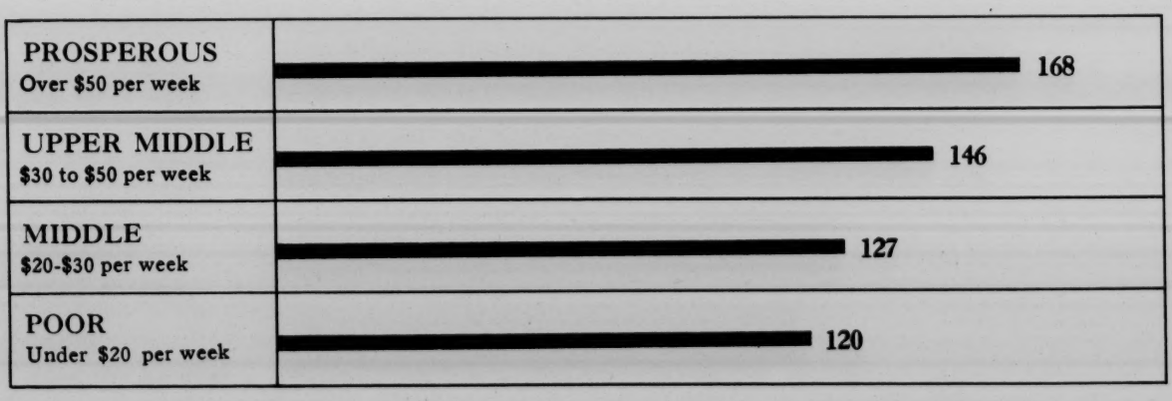
DAVIS, Bette

February—April 1941

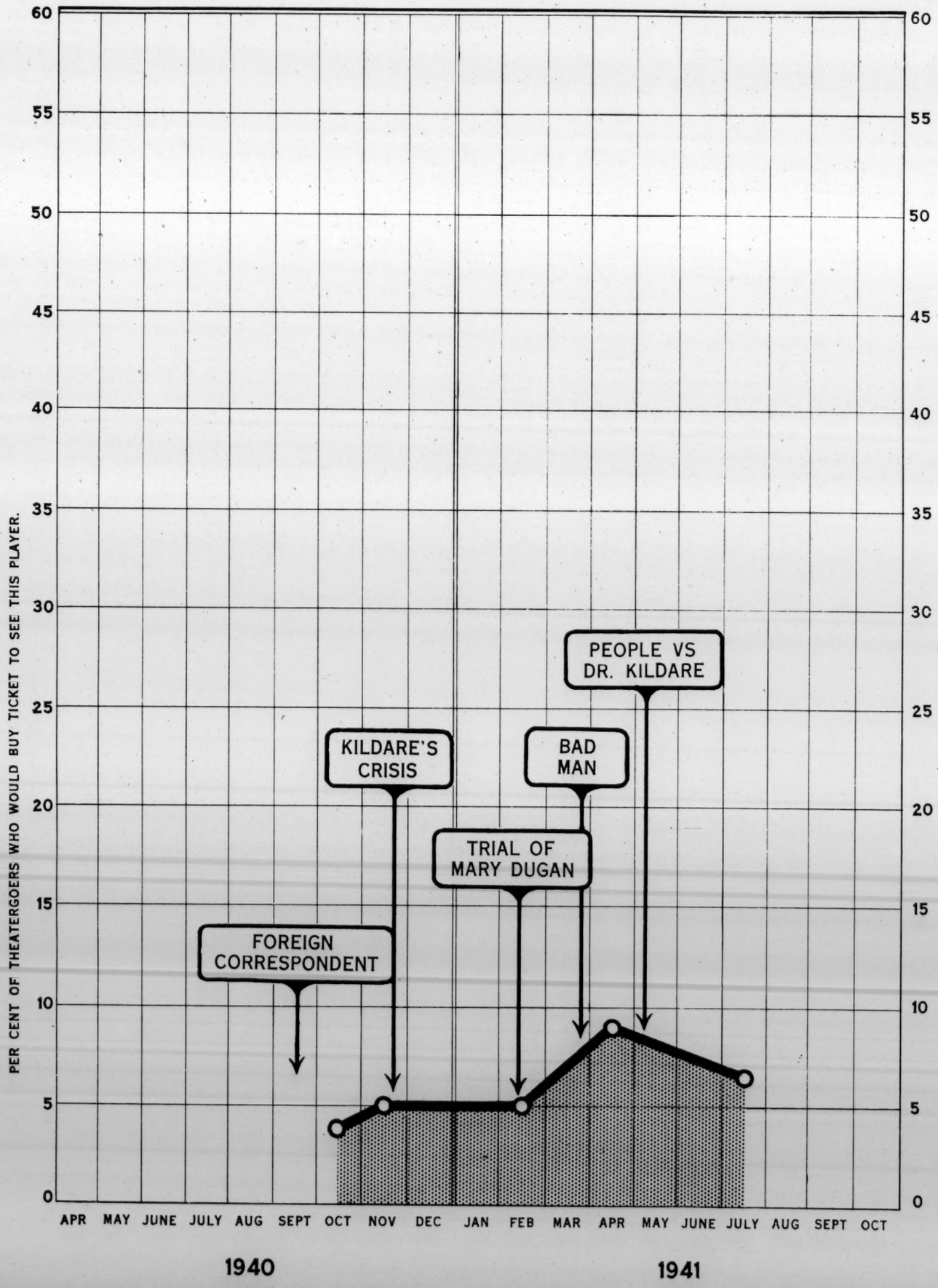








DAY. LARAINE
RANK. 95TH



DAY, Laraine

February—April 1941

MALES	16
FEMALES	21

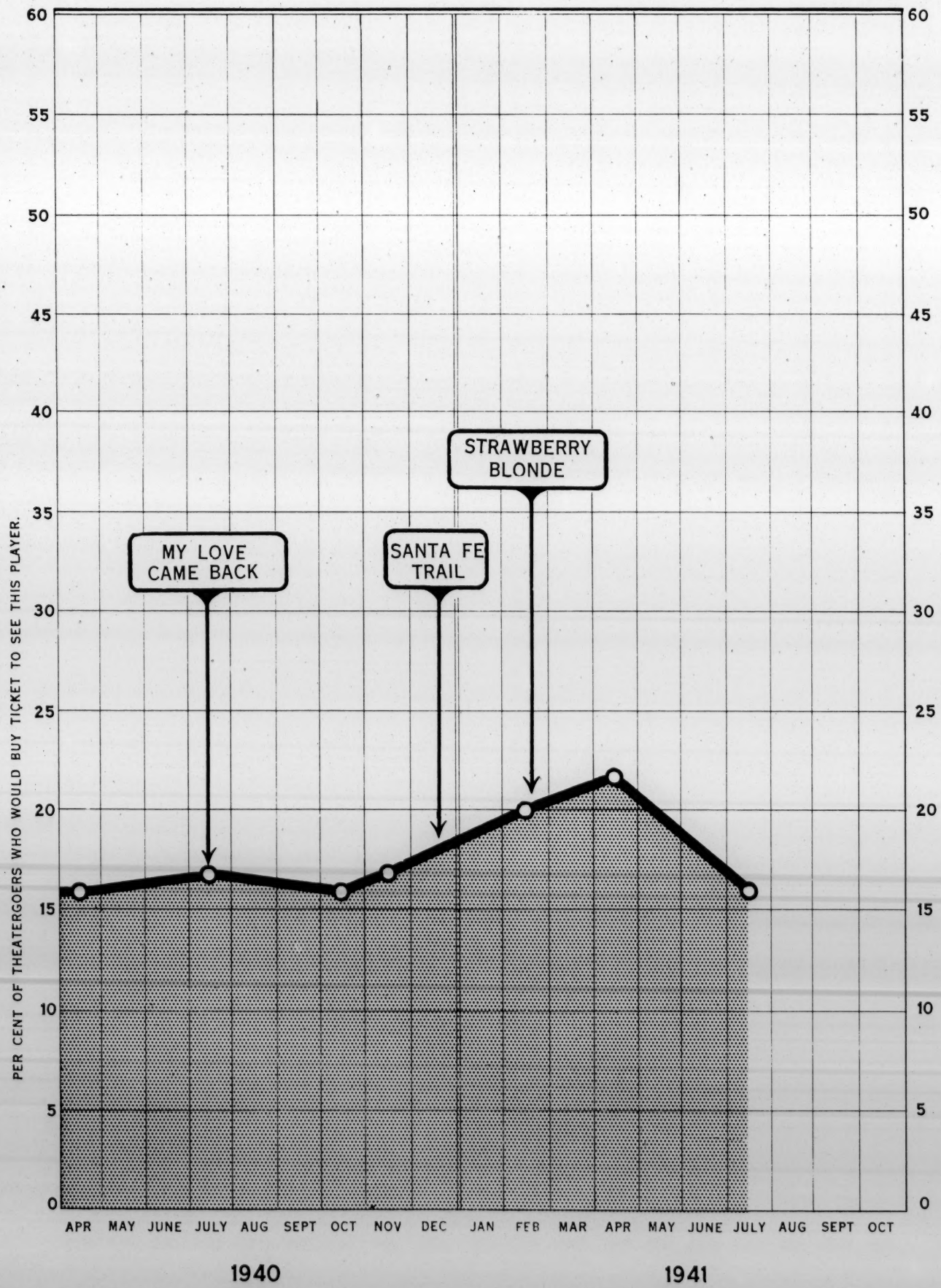
Boys 12-17	12
Men 18-30	22
Men 31 up	7

Girls 12-17	26
Women 18-30	24
Women 31 up	8

PROSPEROUS Over $50 per week	19
UPPER MIDDLE $30 to $50 per week	14
MIDDLE $20-$30 per week	25
POOR Under $20 per week	20

DE HAVILLAND, OLIVIA

RANK. 57TH



De HAVILLAND, Olivia

February—April 1941

MALES	54
FEMALES	69

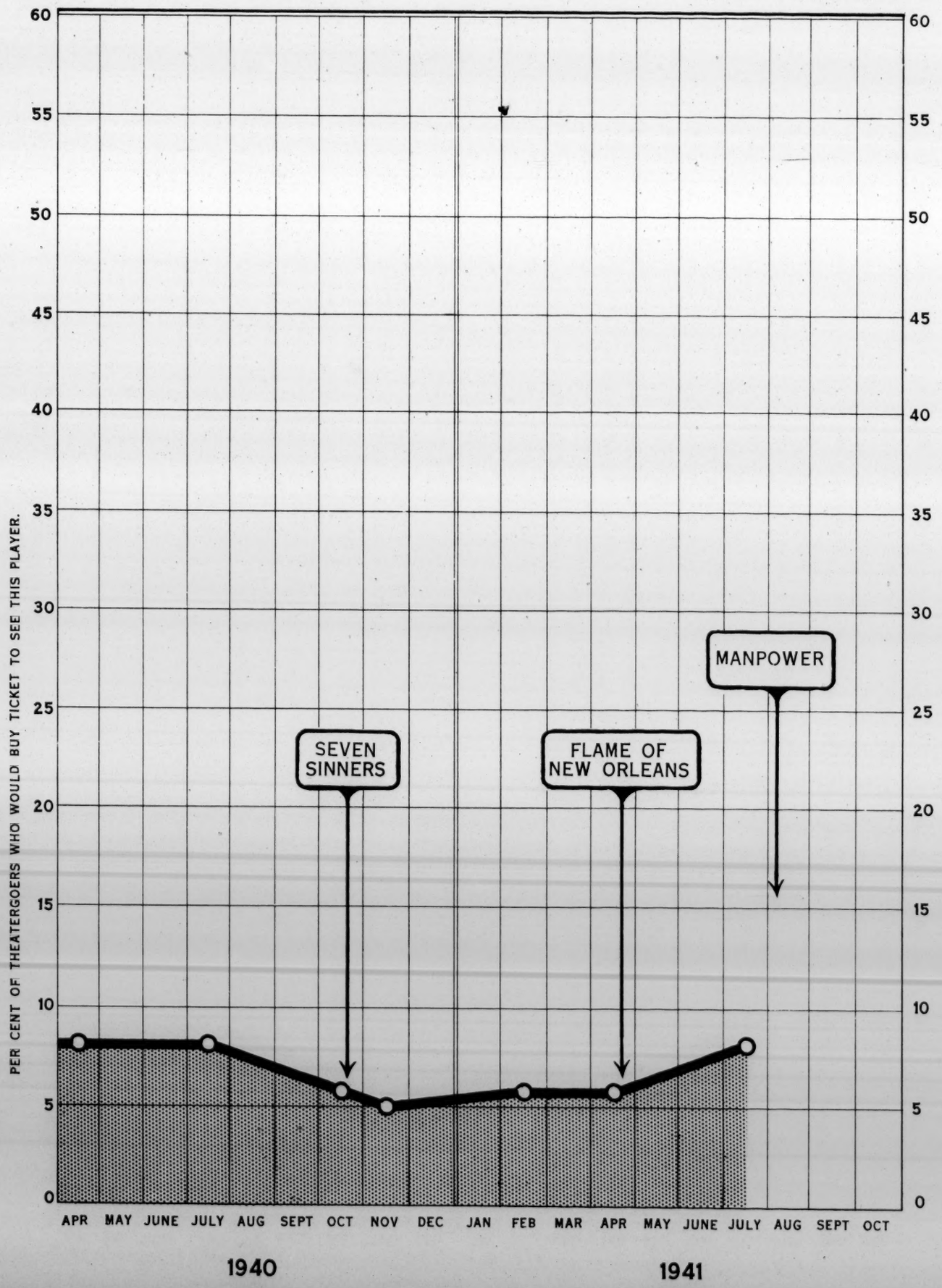
Boys 12-17	40
Men 18-30	60
Men 31 up	52

Girls 12-17	75
Women 18-30	68
Women 31 up	67

PROSPEROUS Over $50 per week	65
UPPER MIDDLE $30 to $50 per week	63
MIDDLE $20-$30 per week	62
POOR Under $20 per week	61

DIETRICH. MARLENE

RANK. 92ND



DIETRICH, Marlene

February—April 1941

MALES	16
FEMALES	20

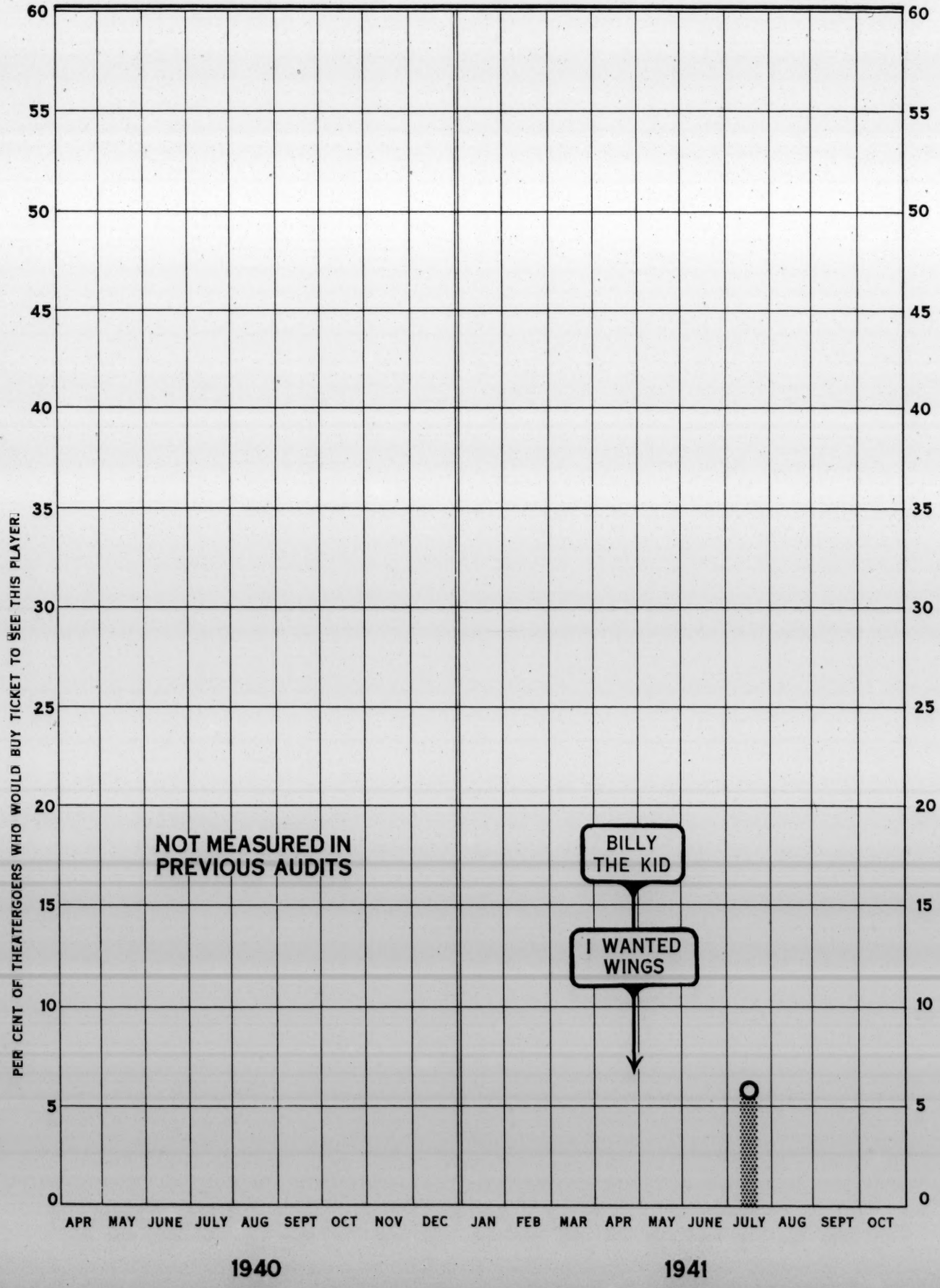
Boys	12-17	7
Men	18-30	14
Men	31 up	26

Girls	12-17	9
Women	18-30	23
Women	31 up	22

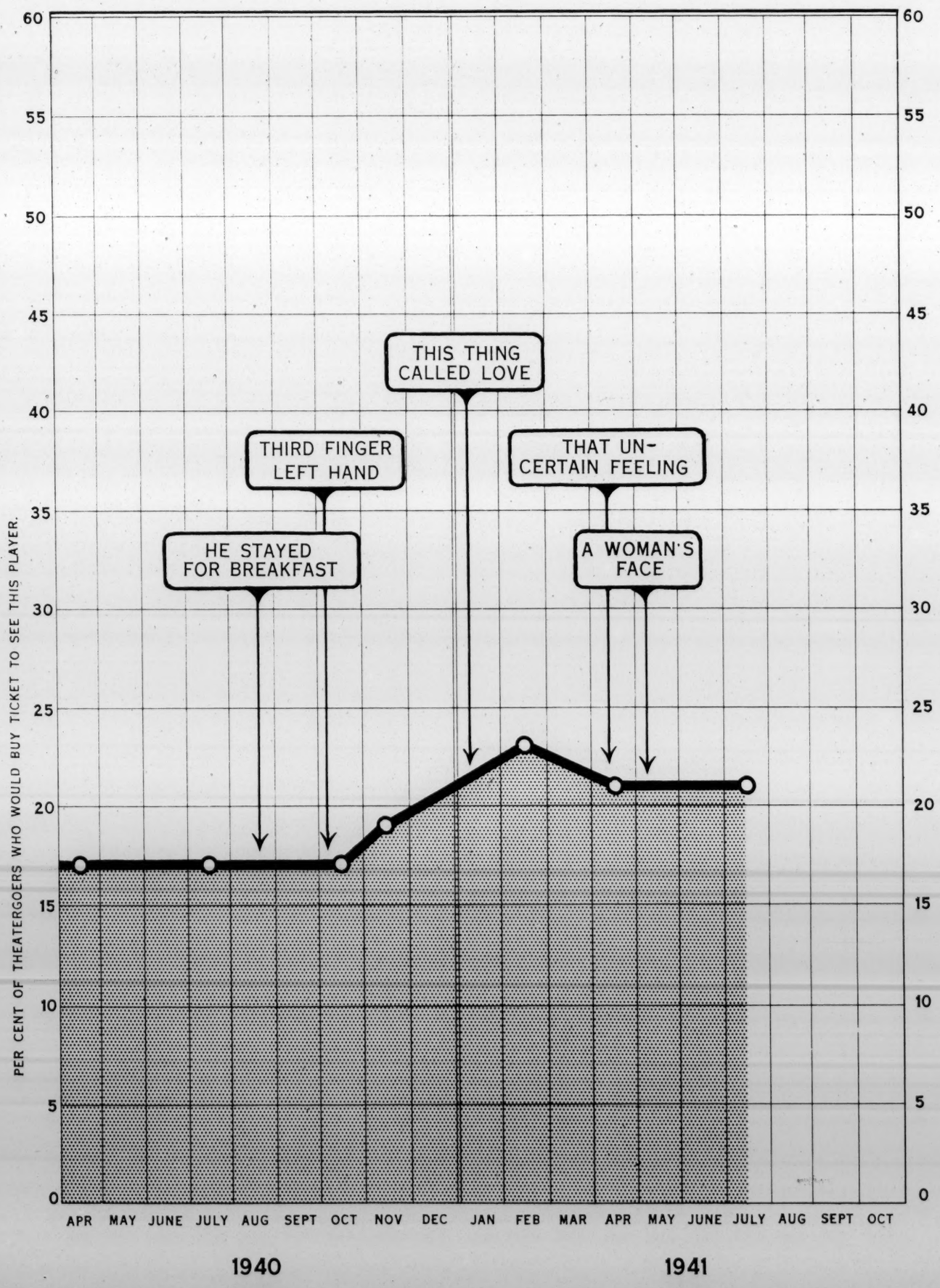
PROSPEROUS Over $50 per week	22
UPPER MIDDLE $30 to $50 per week	15
MIDDLE $20-$30 per week	20
POOR Under $20 per week	16

DONLEVY. BRIAN

RANK. 102ND



DOUGLAS. MELVYN
RANK 39TH



DOUGLAS, Melvyn

February—April 1941

MALES	49
FEMALES	69

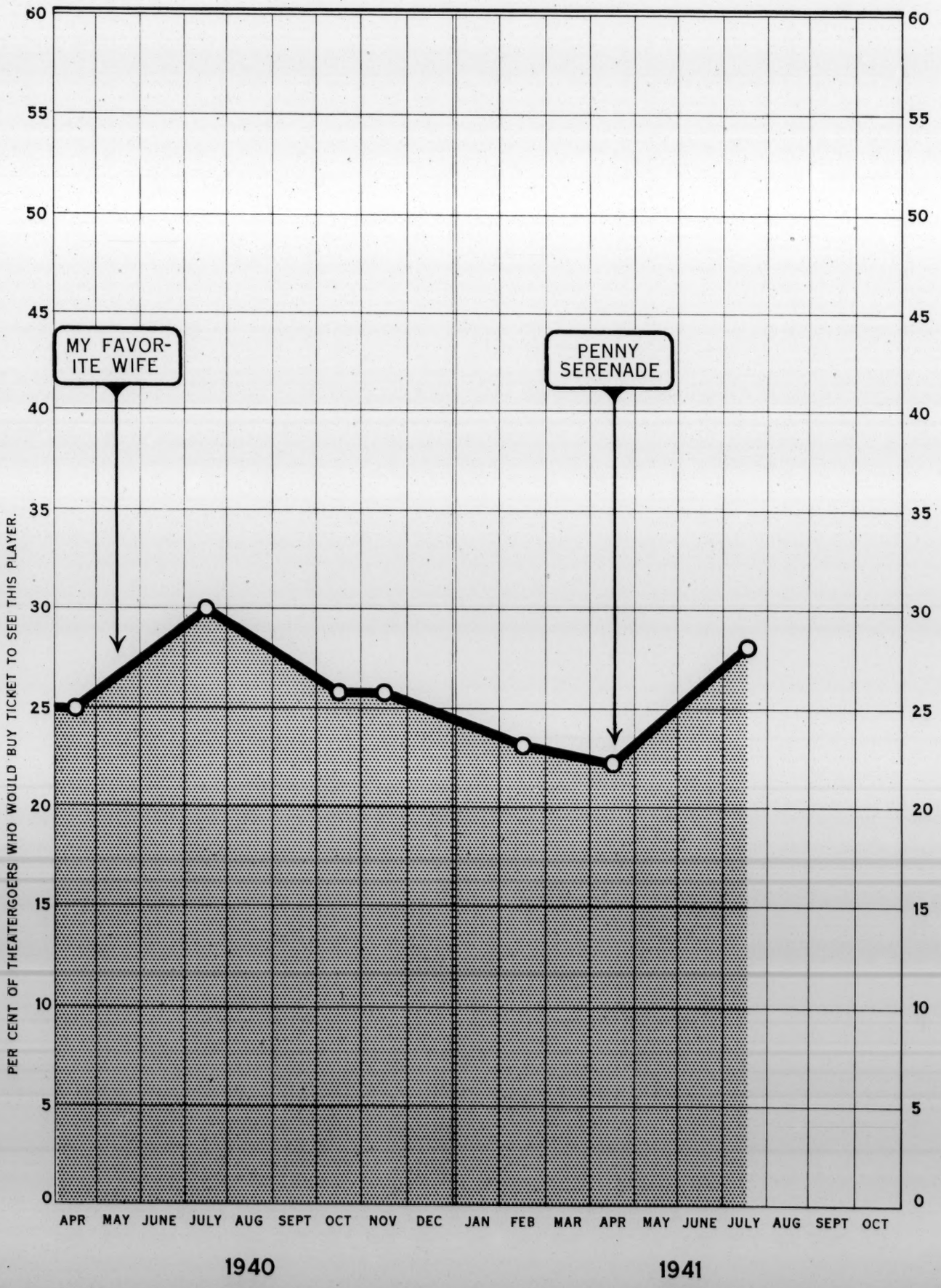
Boys 12-17	47
Men 18-30	51
Men 31 up	46

Girls 12-17	36
Women 18-30	81
Women 31 up	67

PROSPEROUS Over $50 per week	72
UPPER MIDDLE $30 to $50 per week	71
MIDDLE $20-$30 per week	57
POOR Under $20 per week	35

DUNNE. IRENE

RANK. 17TH



DUNNE, Irene

February—April 1941

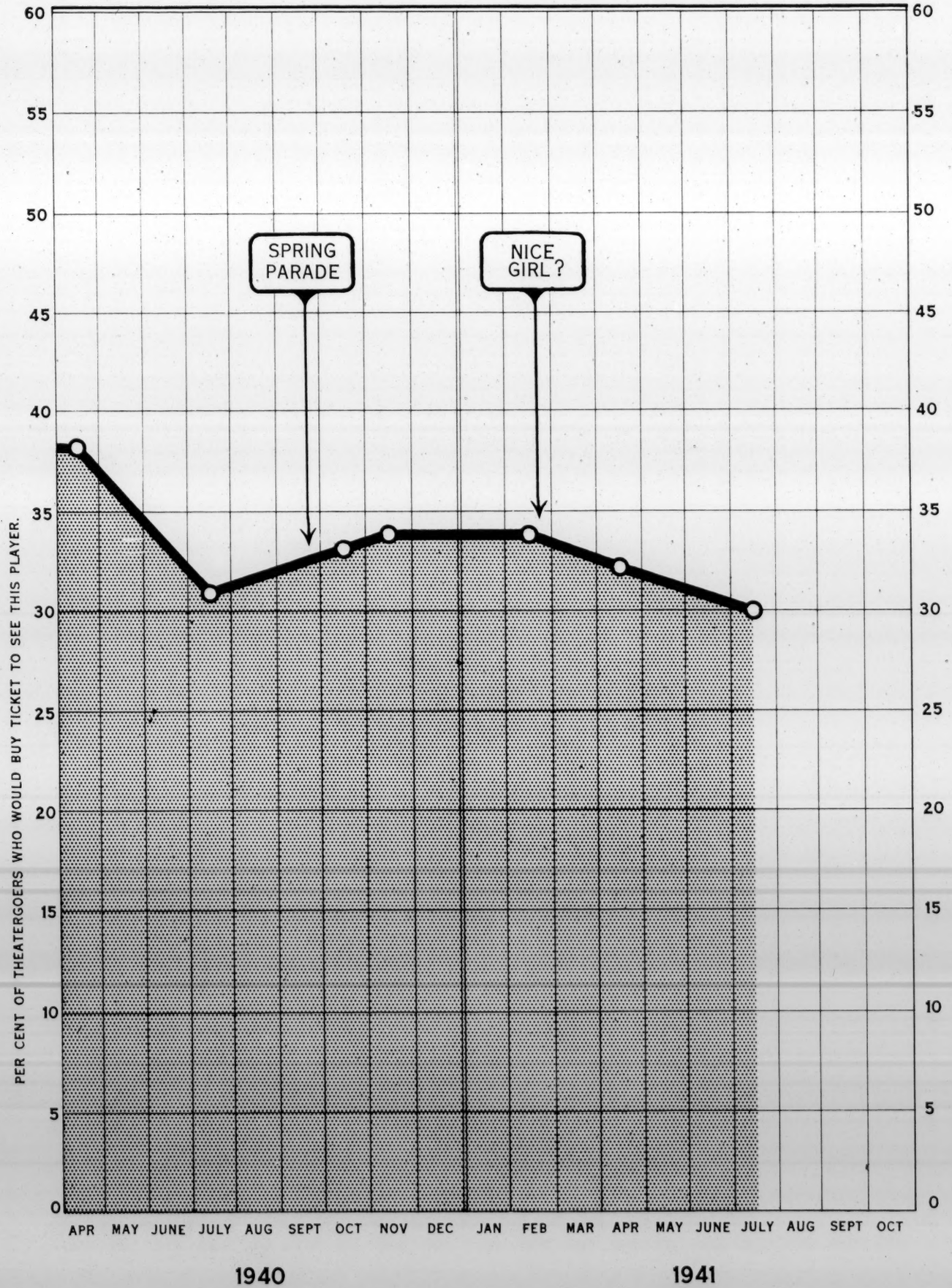
MALES	41
FEMALES	80

Boys 12-17	14
Men 18-30	38
Men 31 up	70

Girls 12-17	38
Women 18-30	81
Women 31 up	110

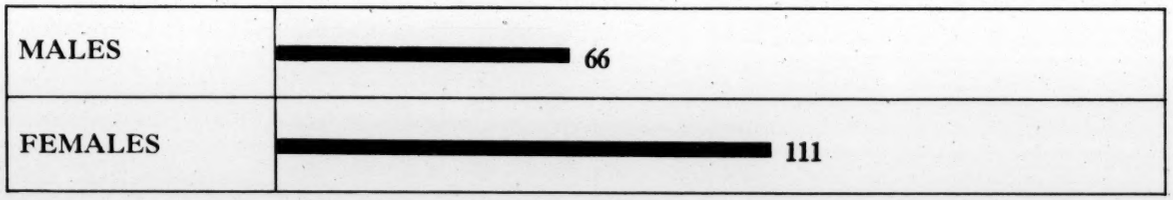
PROSPEROUS Over $50 per week	84
UPPER MIDDLE $30 to $50 per week	70
MIDDLE $20-$30 per week	55
POOR Under $20 per week	48

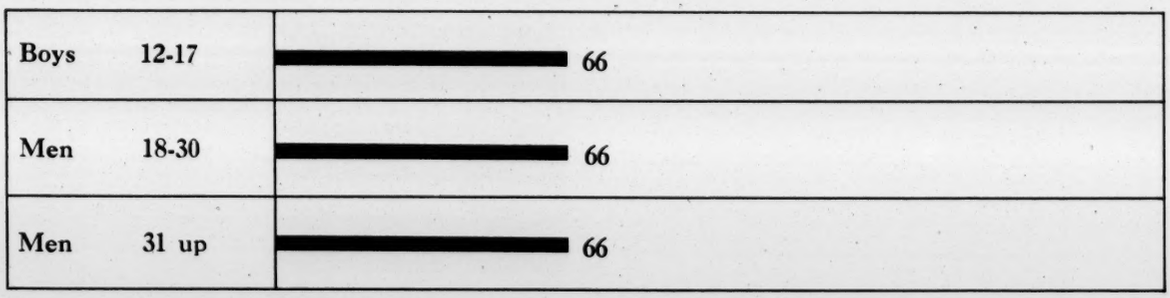
DURBIN. DEANNA
RANK. 14TH

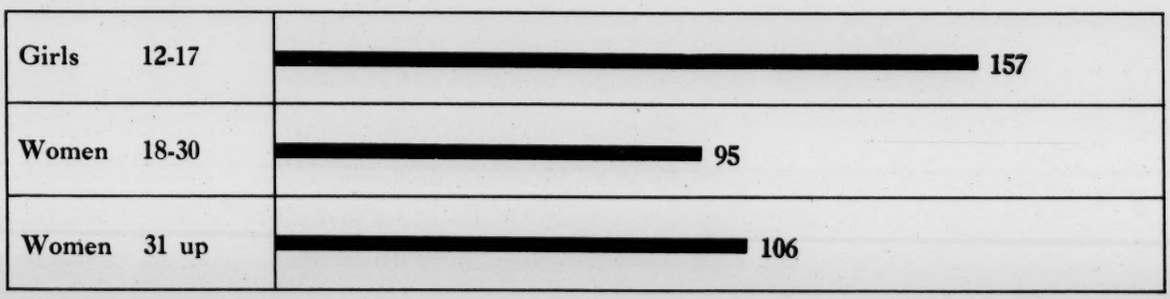


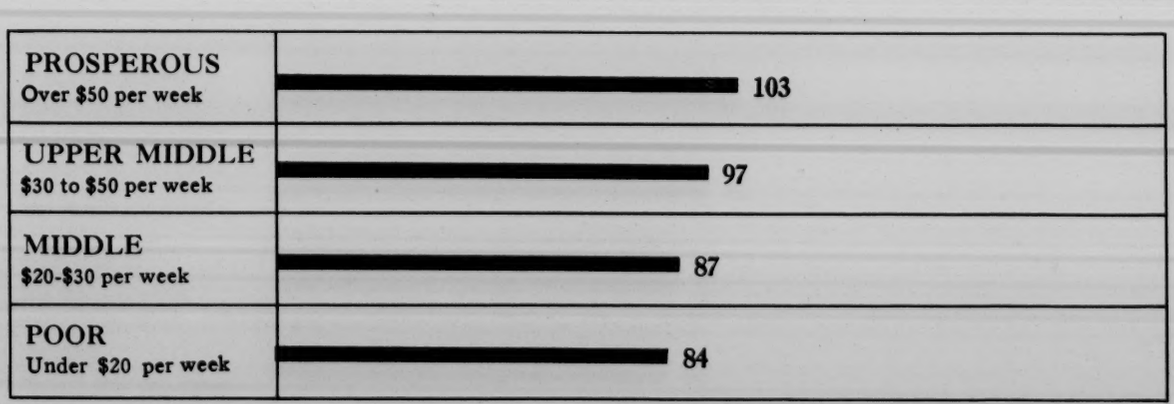
DURBIN, Deanna

February—April 1941

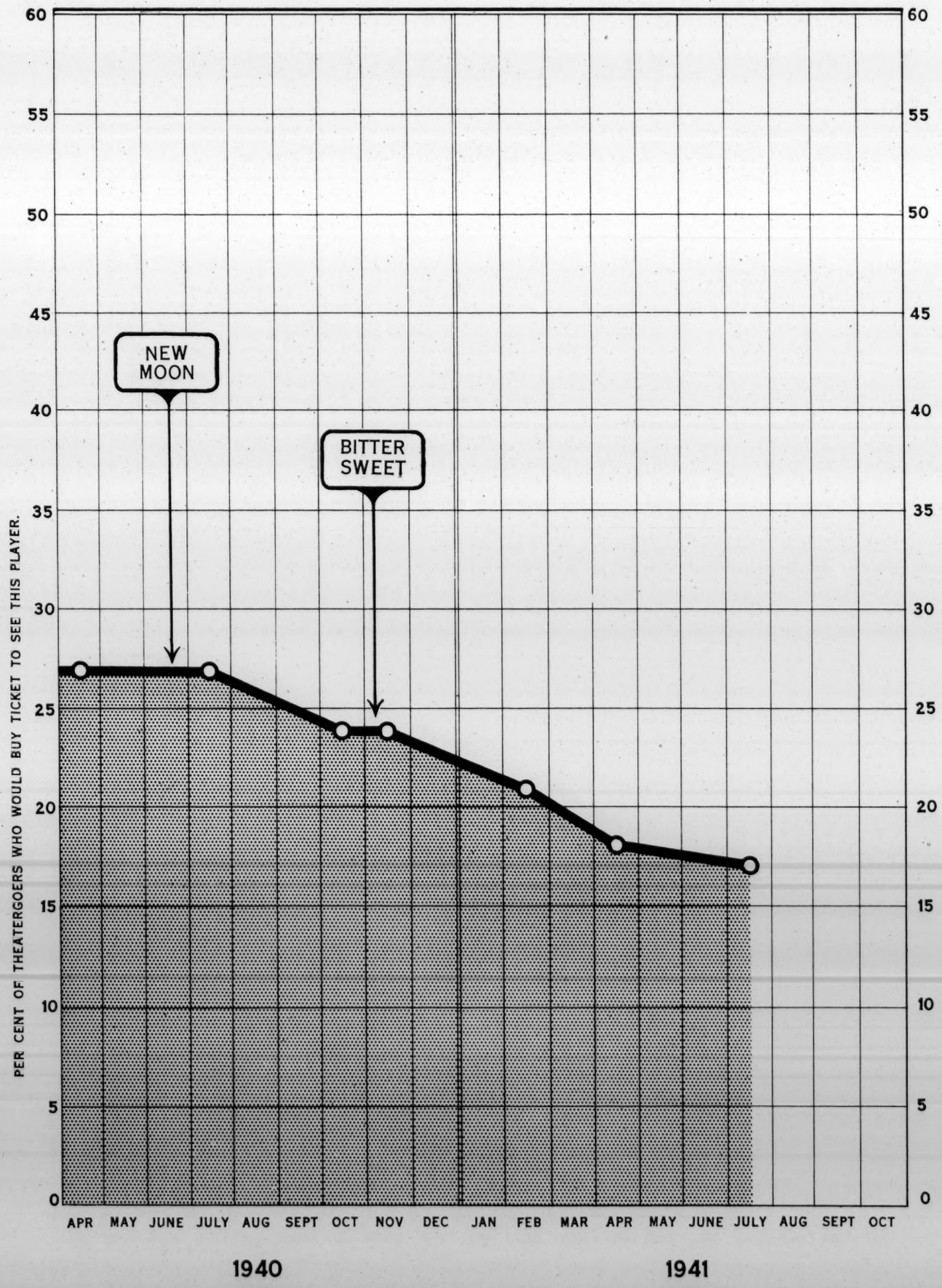








EDDY, NELSON
RANK. 53RD



EDDY, Nelson

February—April 1941

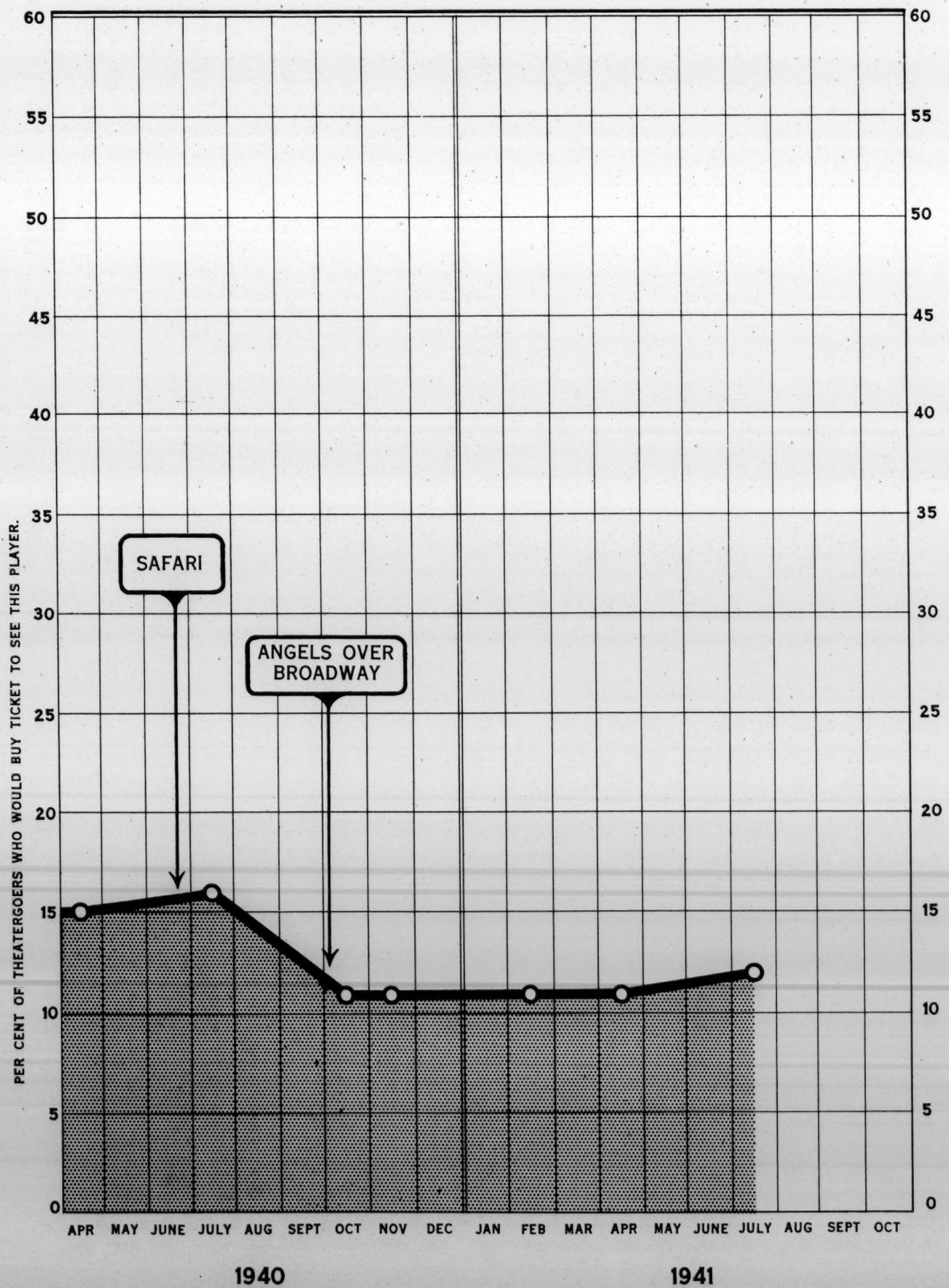
MALES	41
FEMALES	64

Boys 12-17	30
Men 18-30	37
Men 31 up	60

Girls 12-17	57
Women 18-30	58
Women 31 up	84

PROSPEROUS Over $50 per week	61
UPPER MIDDLE $30 to $50 per week	55
MIDDLE $20-$30 per week	53
POOR Under $20 per week	52

FAIRBANKS. DOUGLAS. JR.
RANK. 78TH



FAIRBANKS, Douglas, Jr.

February—April 1941

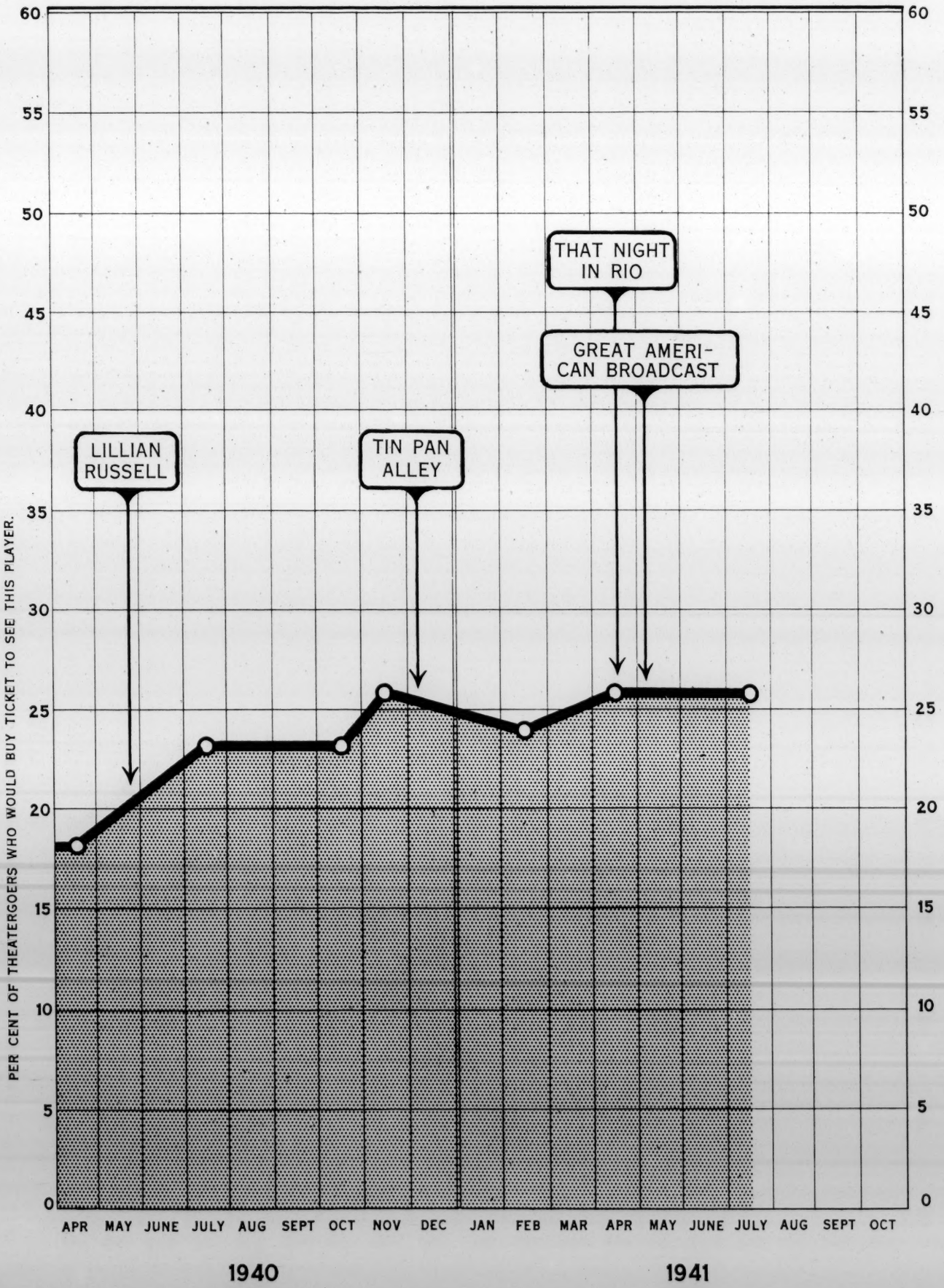
MALES	40
FEMALES	27

Boys 12-17	47
Men 18-30	40
Men 31 up	33

Girls 12-17	29
Women 18-30	28
Women 31 up	25

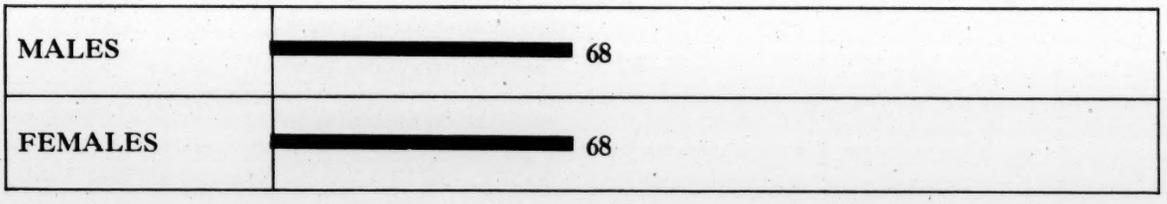
PROSPEROUS Over $50 per week	35
UPPER MIDDLE $30 to $50 per week	29
MIDDLE $20-$30 per week	31
POOR Under $20 per week	37

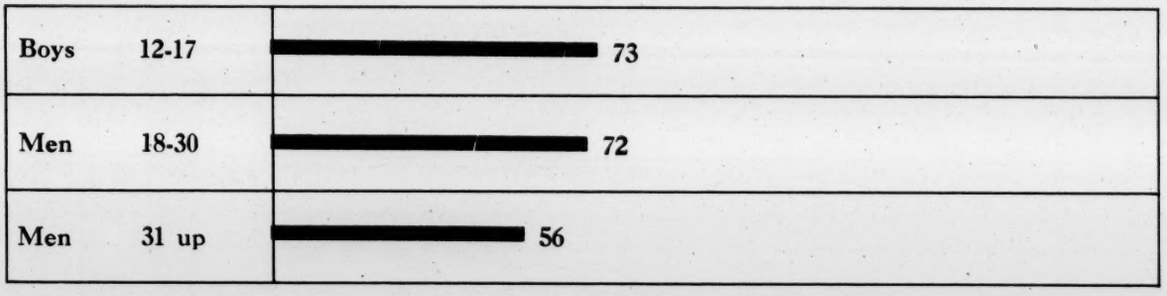
FAYE. ALICE
RANK. 21ST

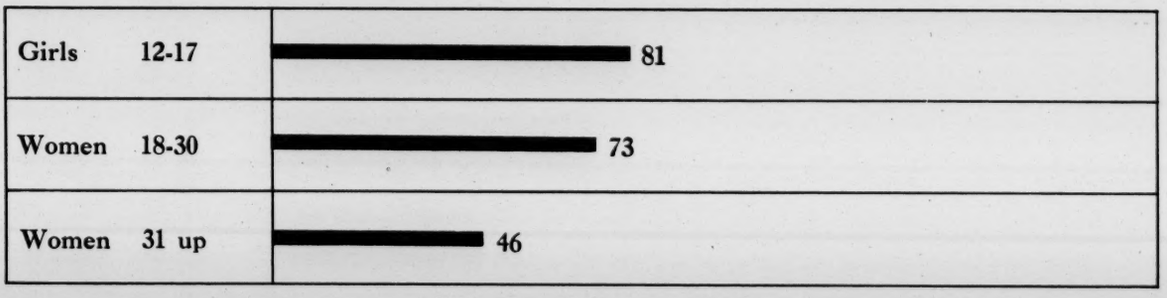


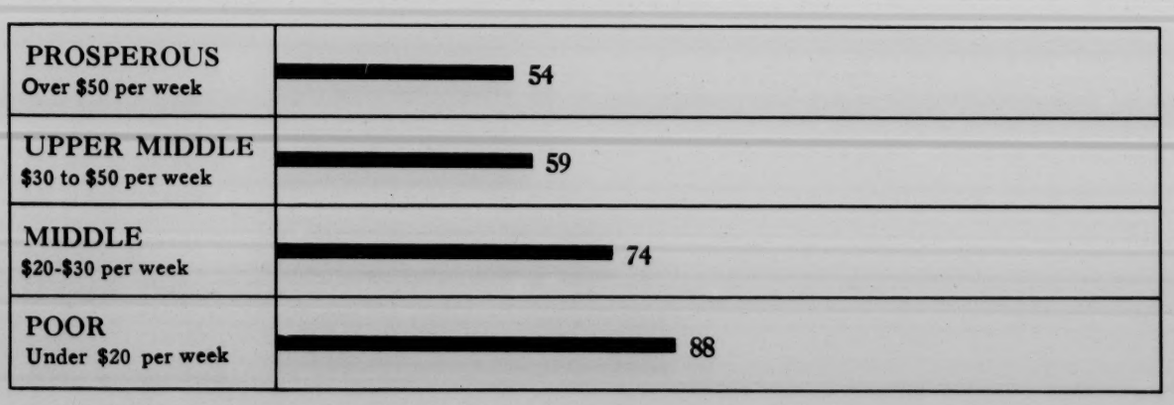
FAYE, Alice

February—April 1941



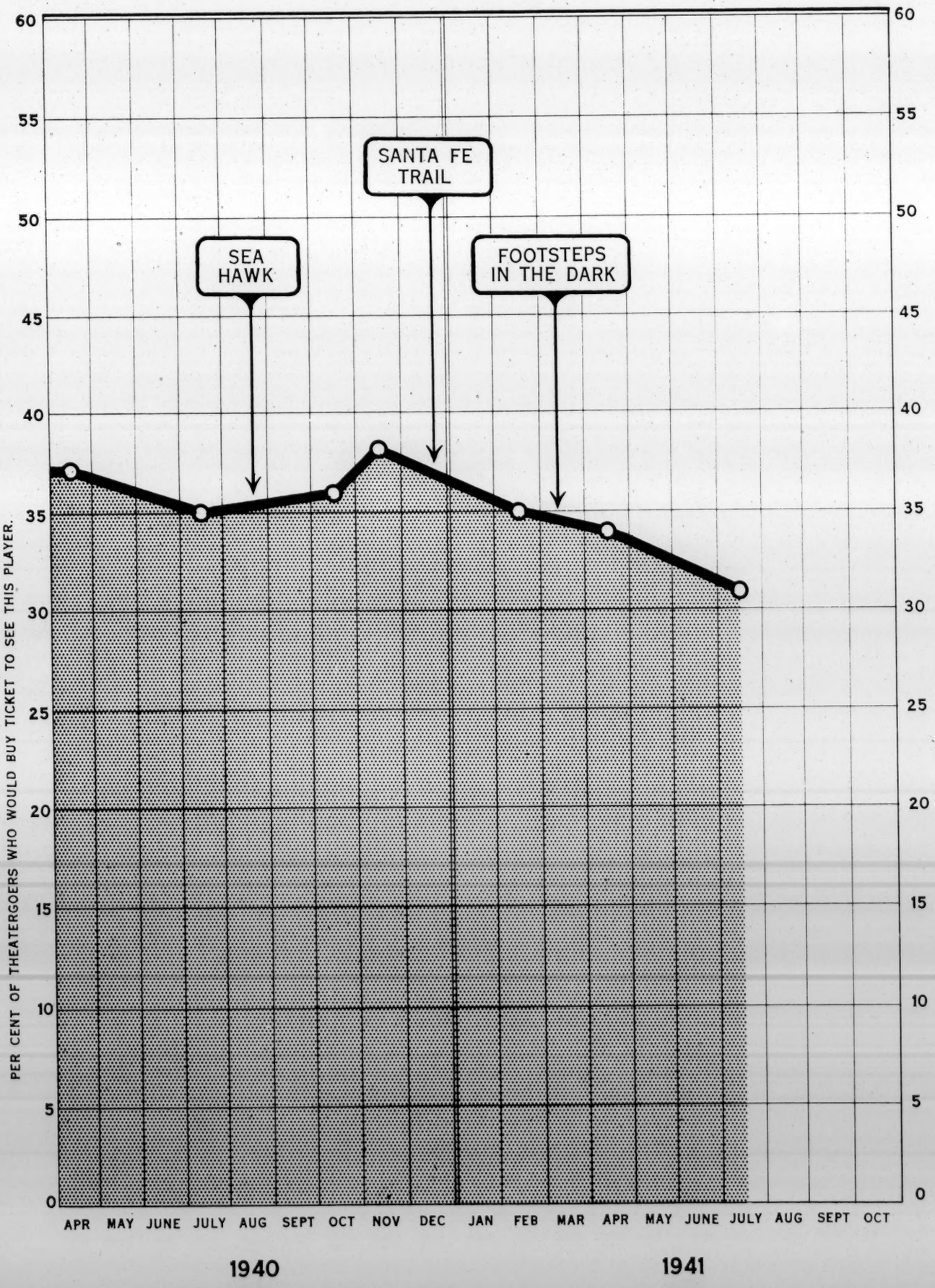






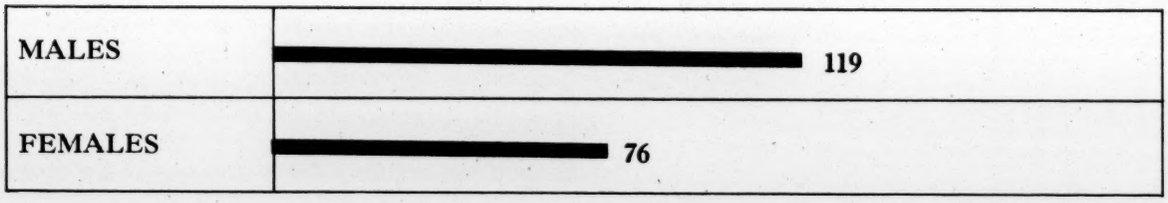
FLYNN. ERROL

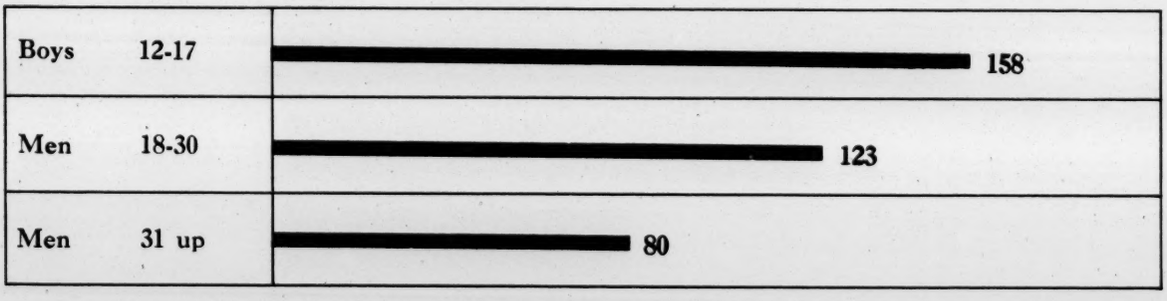
RANK. 12TH

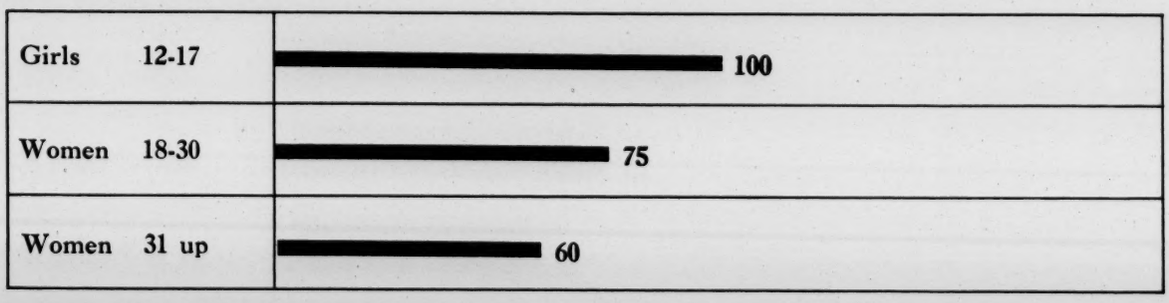


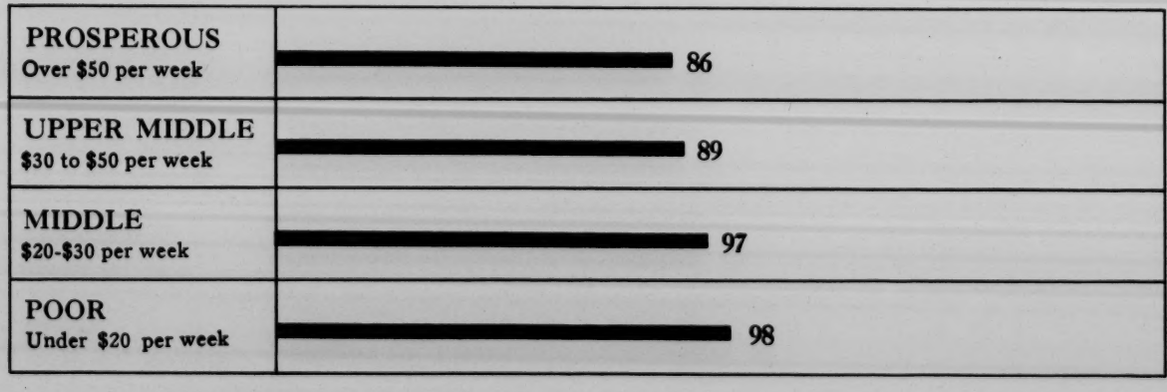
FLYNN, Errol

February—April 1941



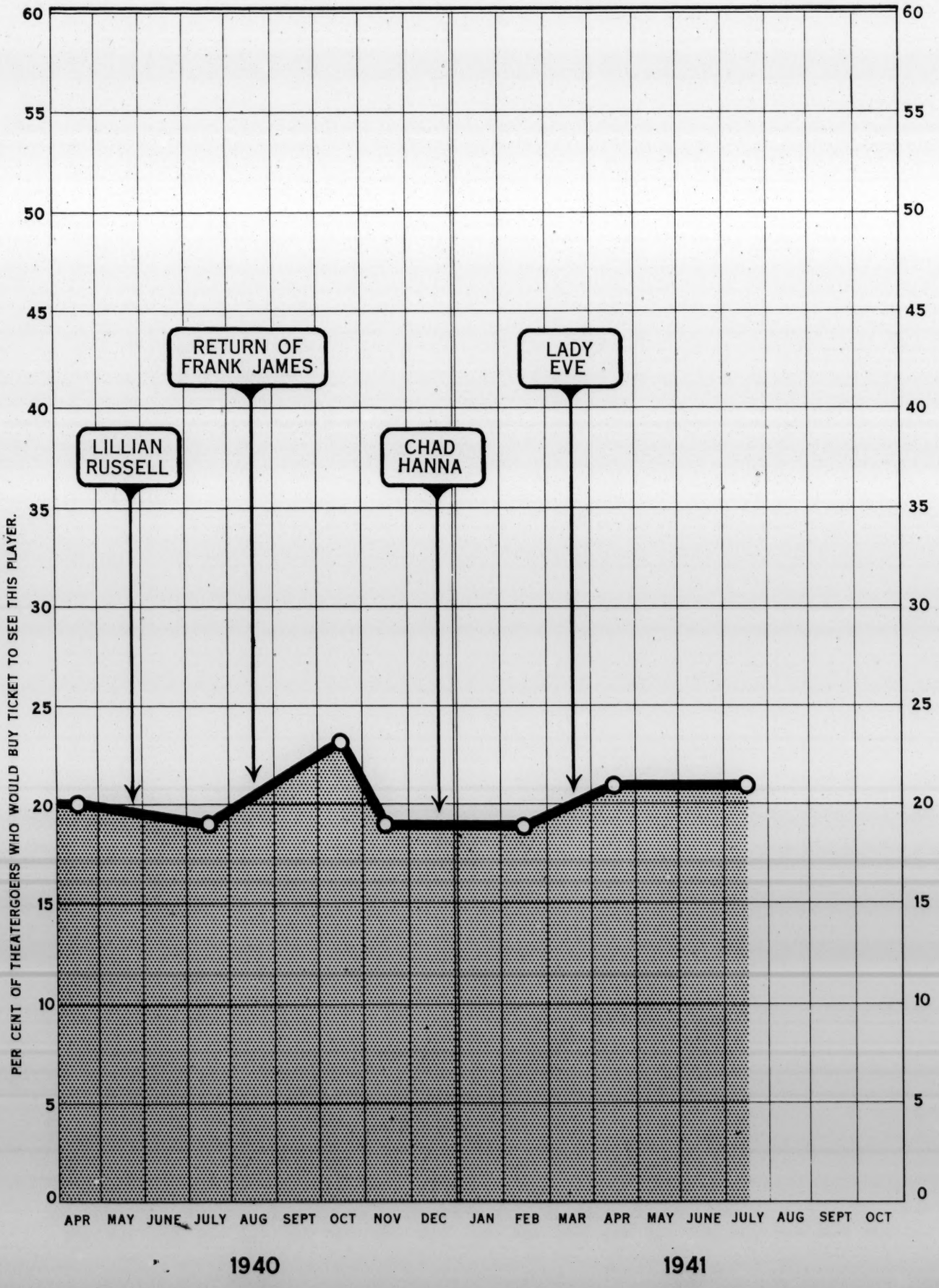






FONDA. HENRY

RANK. 38TH



FONDA, Henry

February—April 1941

MALES	66
FEMALES	51

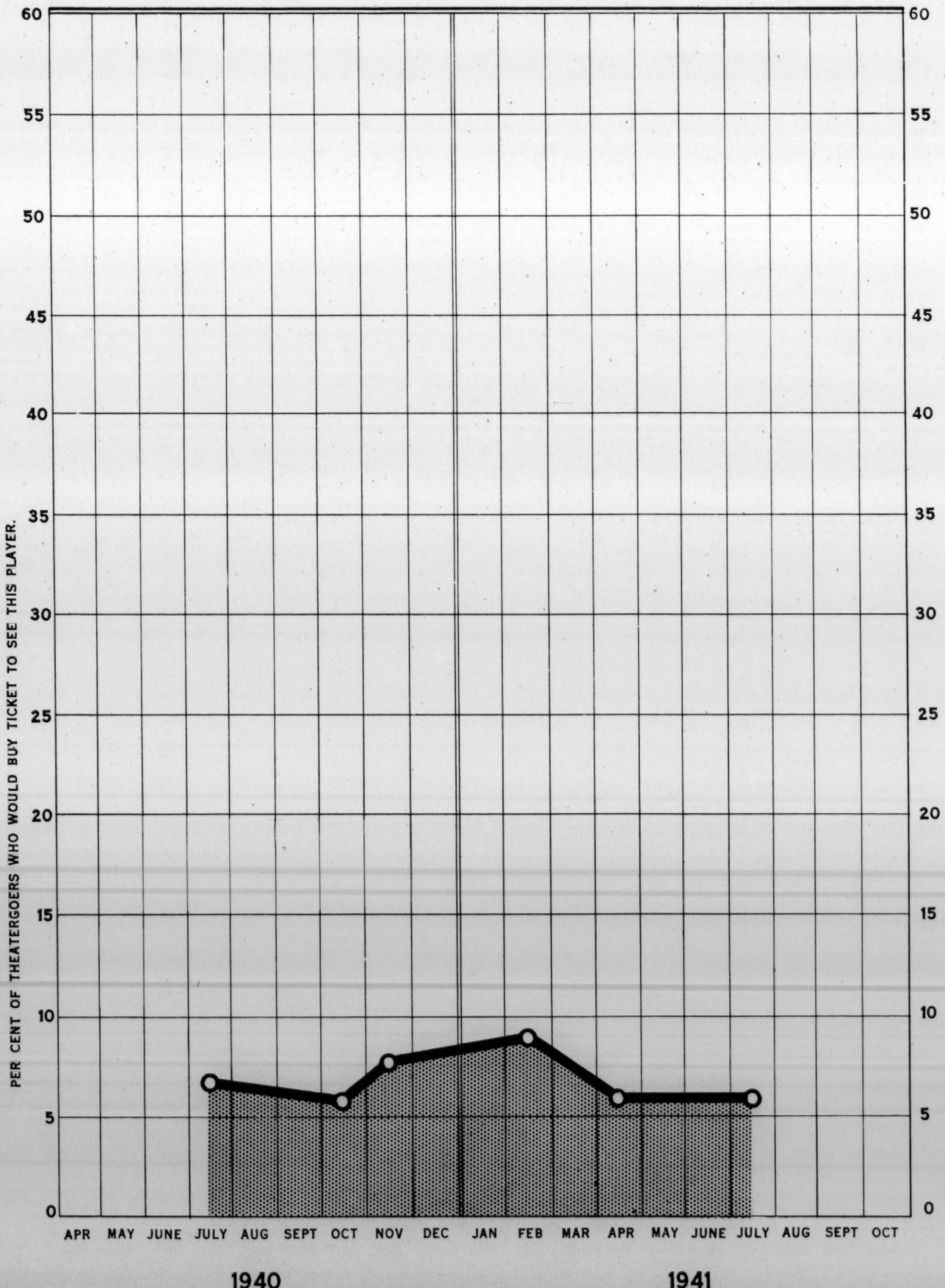
Boys 12-17	86
Men 18-30	61
Men 31 up	61

Girls 12-17	49
Women 18-30	49
Women 31 up	55

PROSPEROUS Over $50 per week	54
UPPER MIDDLE $30 to $50 per week	54
MIDDLE $20-$30 per week	59
POOR Under $20 per week	52

FONTAINE. JOAN

RANK. 105TH



FONTAINE, Joan

February—April 1941

MALES	13
FEMALES	27

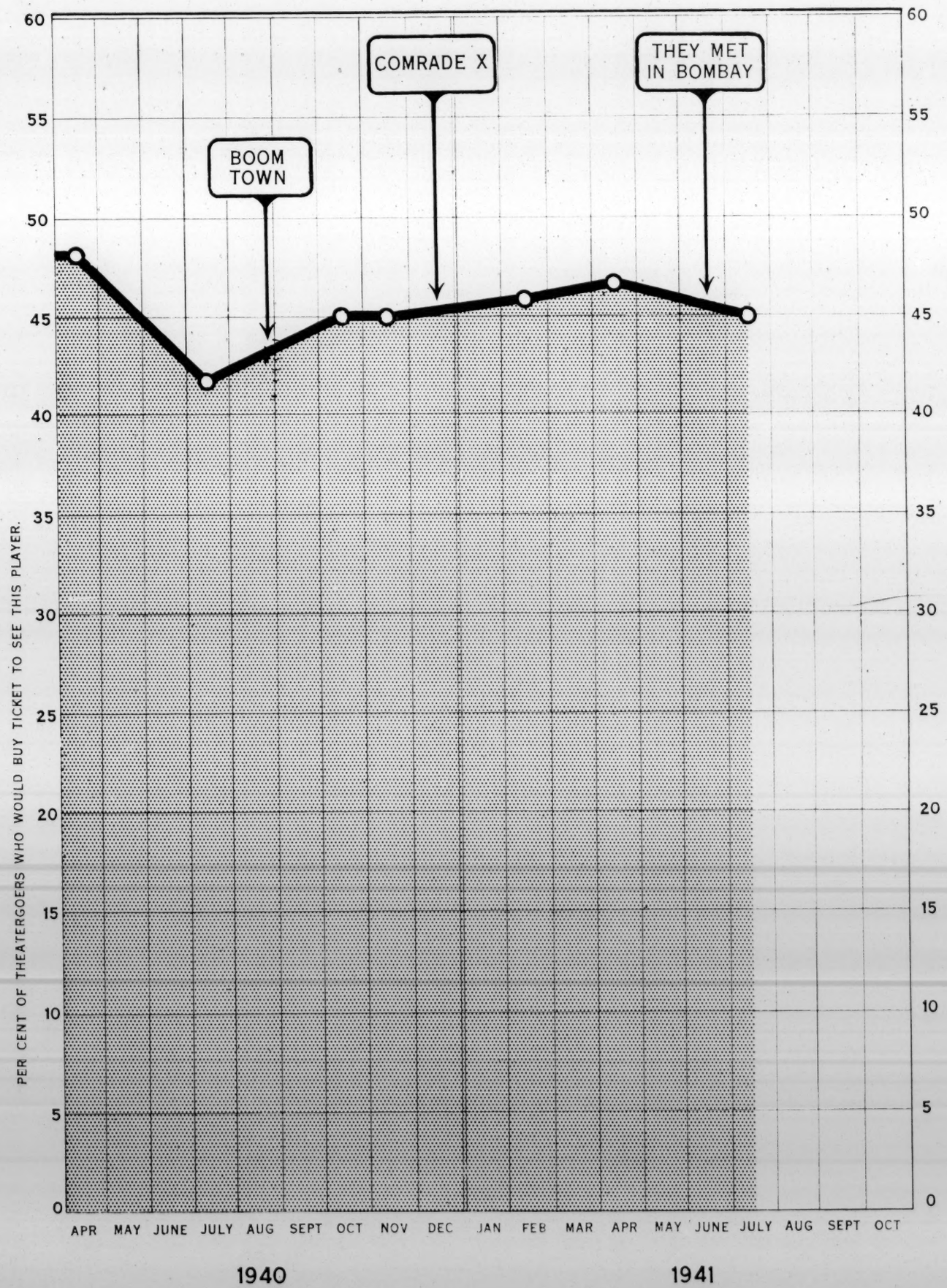
Boys 12-17	6
Men 18-30	17
Men 31 up	13

Girls 12-17	23
Women 18-30	24
Women 31 up	35

PROSPEROUS Over $50 per week	29
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	15
POOR Under $20 per week	9

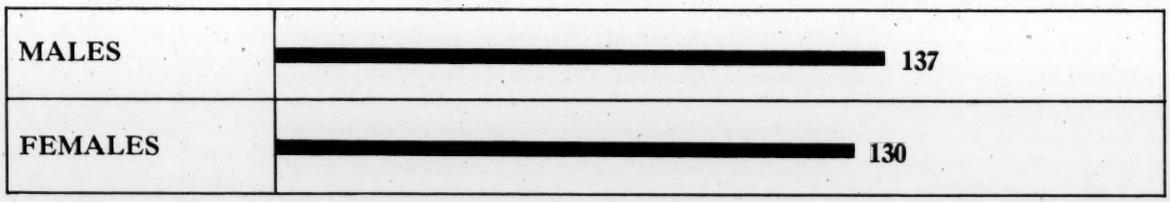
GABLE. CLARK

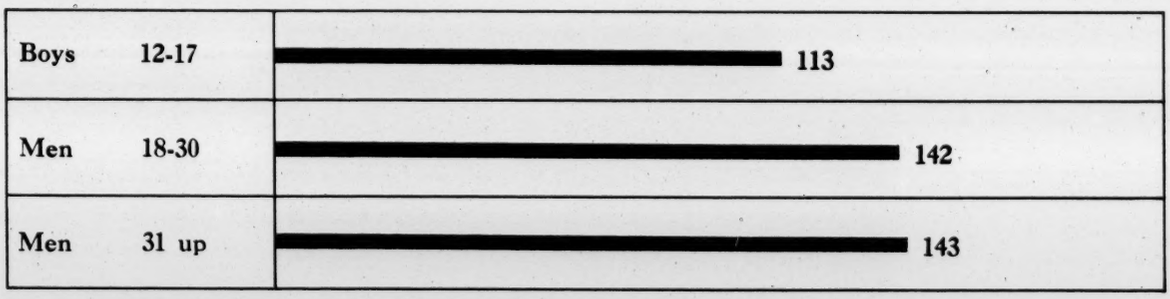
RANK. 4TH

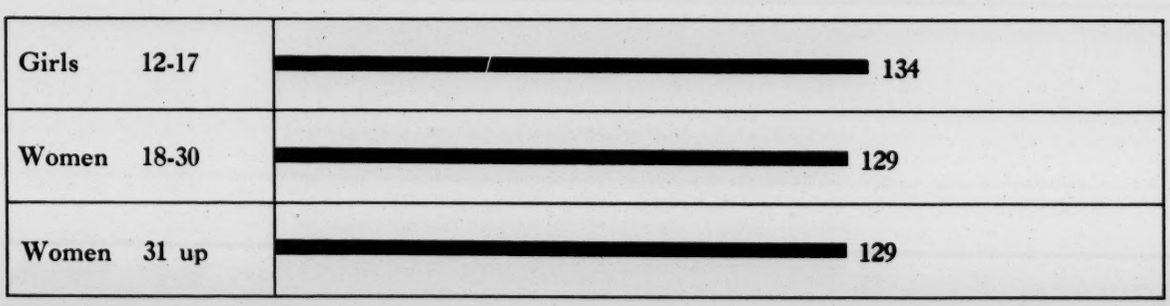


GABLE, Clark

February—April 1941

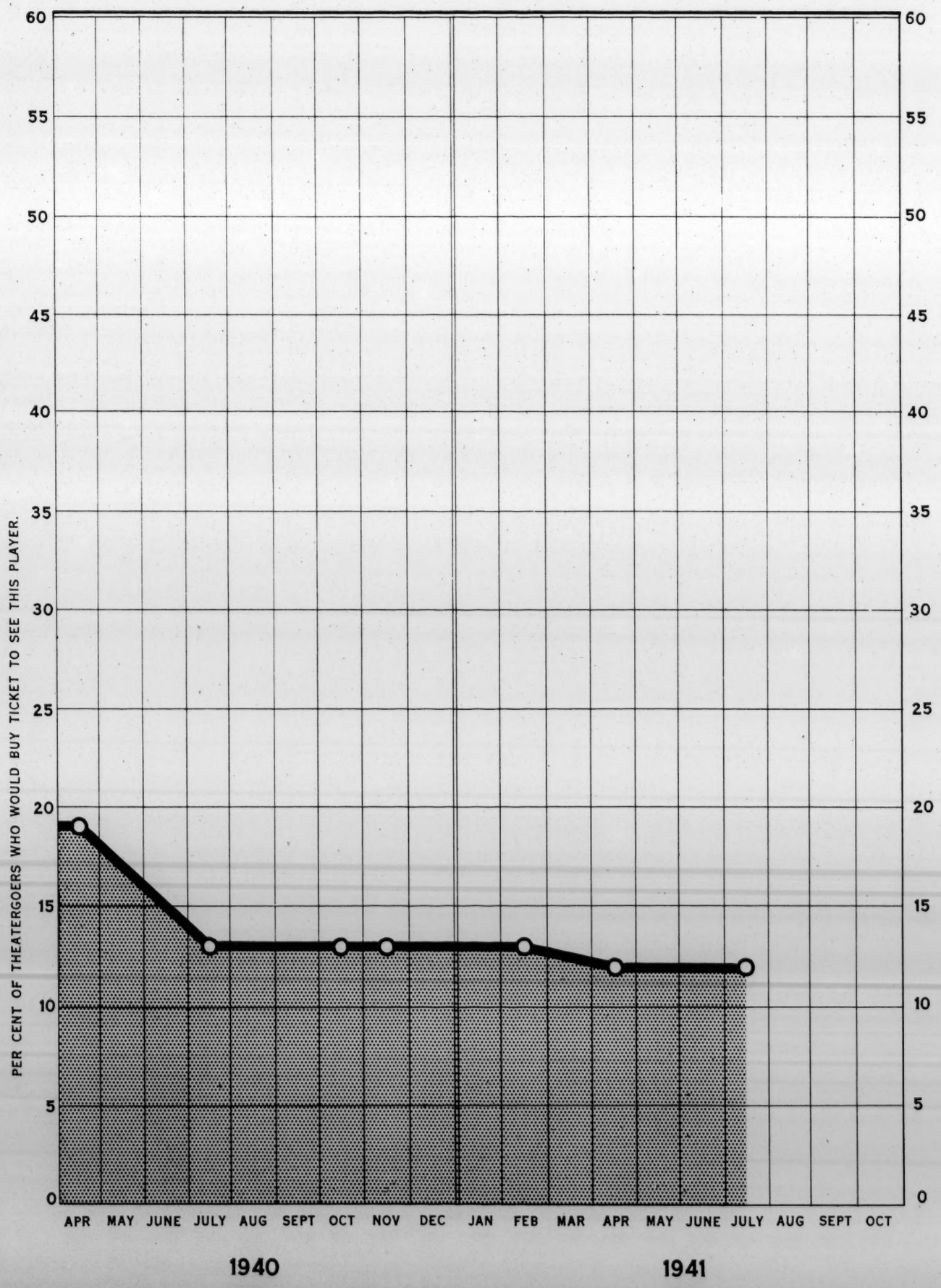






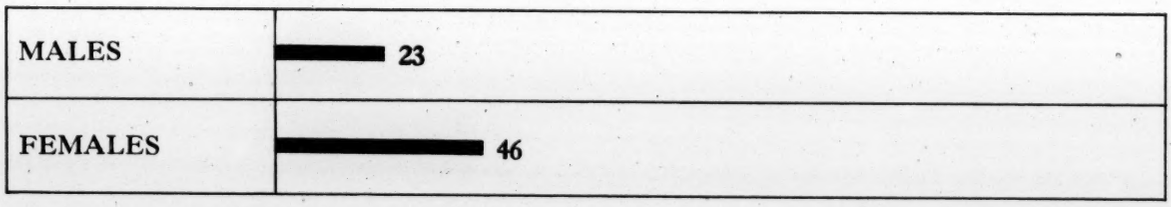
GARBO. GRETA

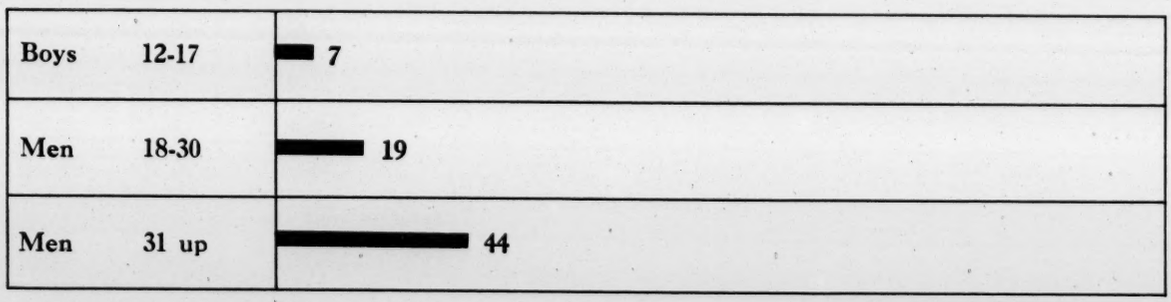
RANK. 75TH

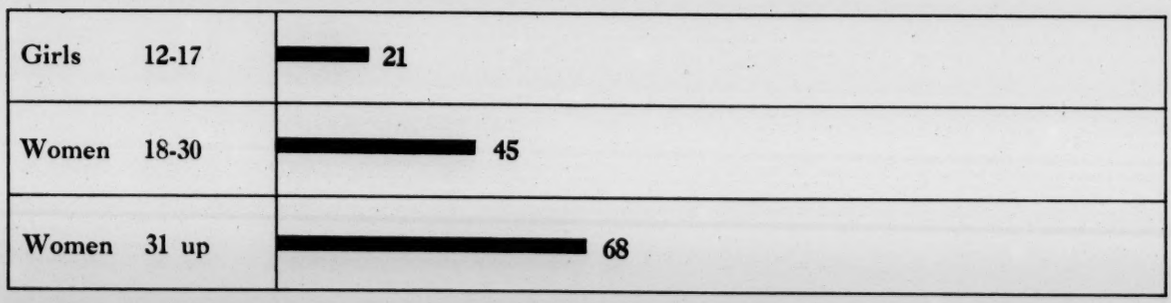


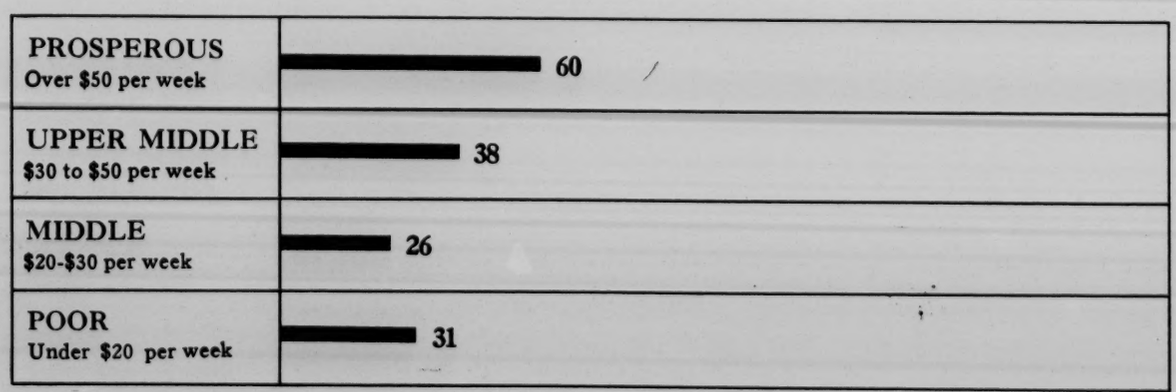
GARBO, Greta

February—April 1941

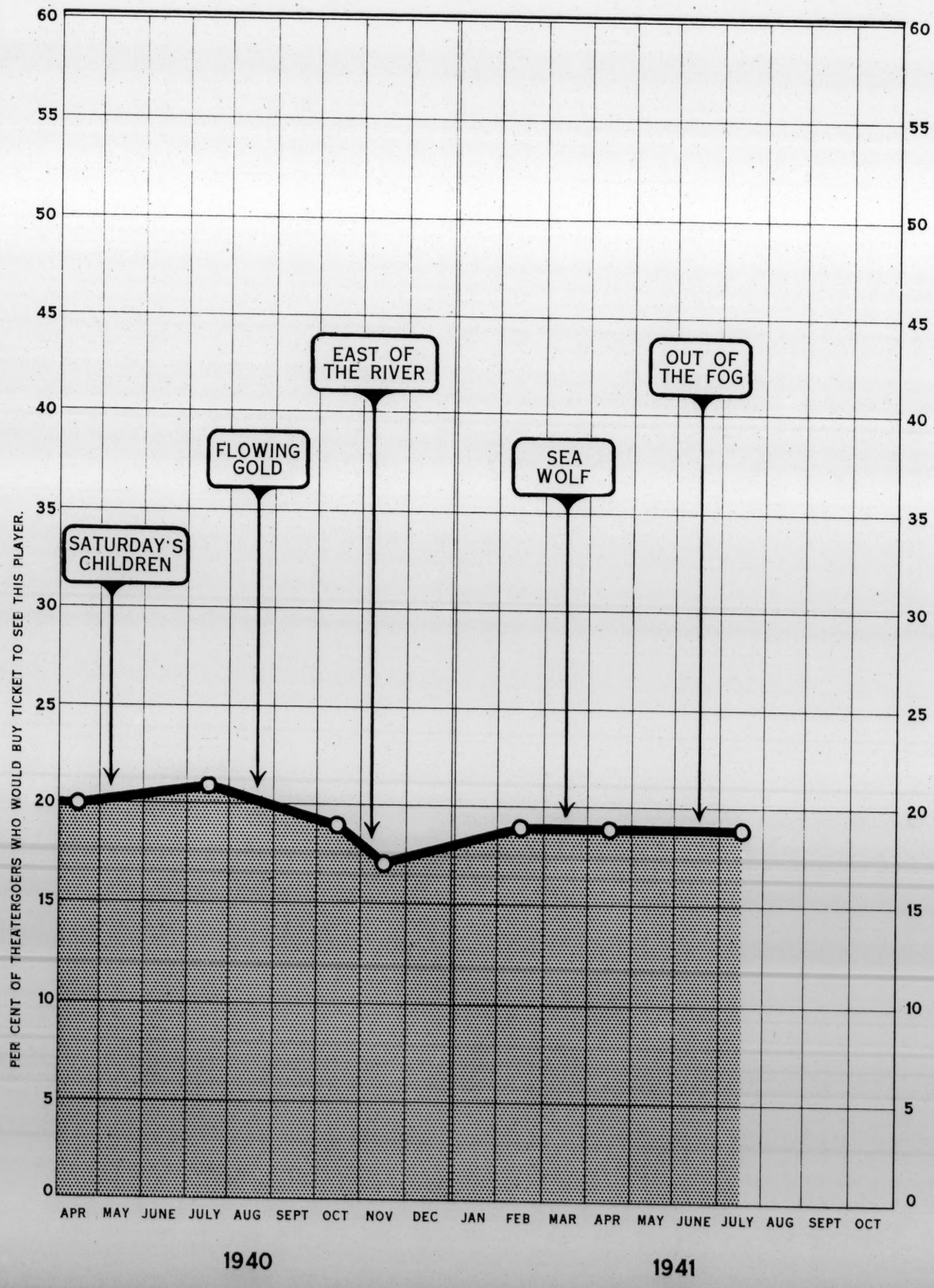






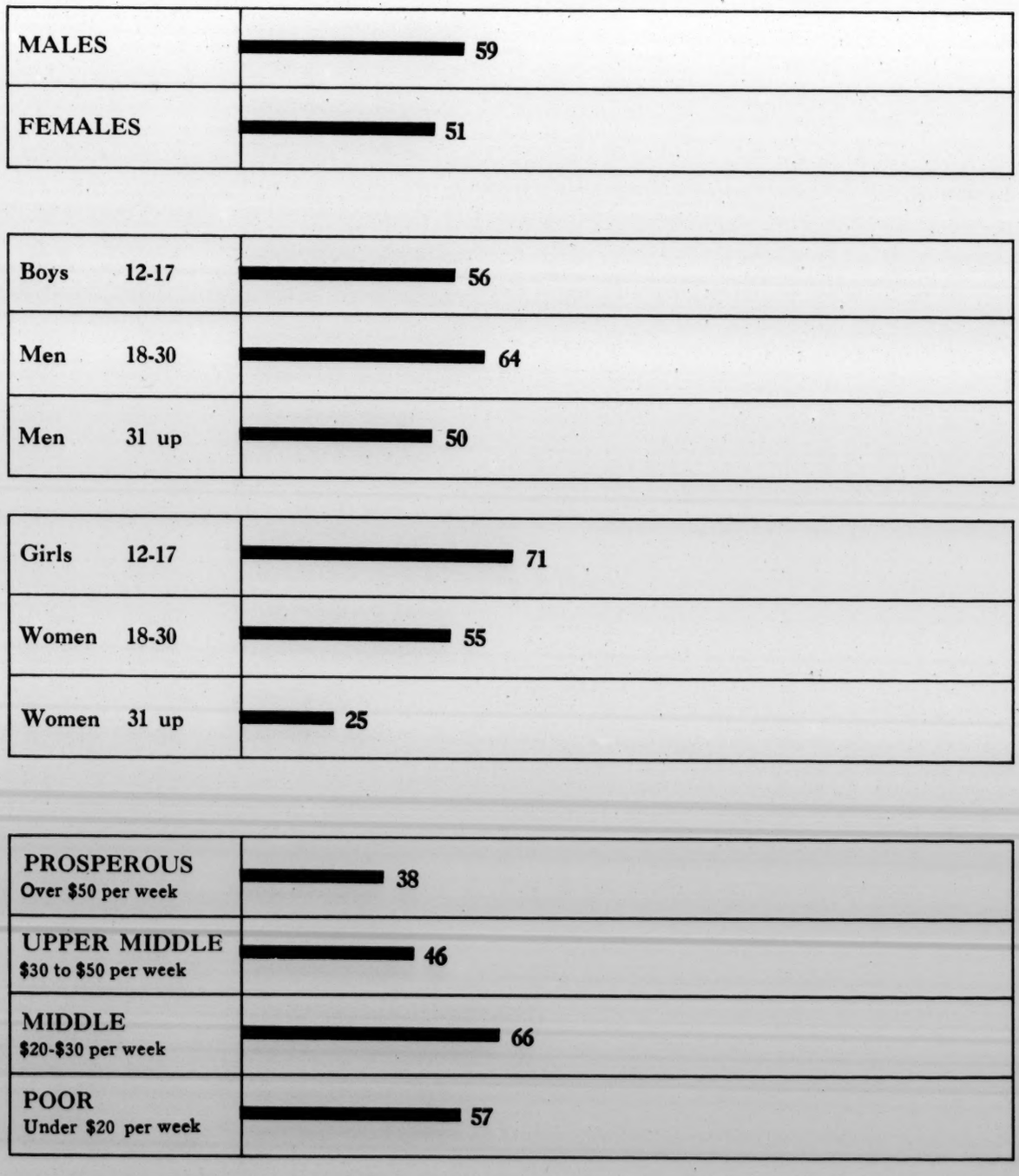


GARFIELD. JOHN
RANK. 46TH



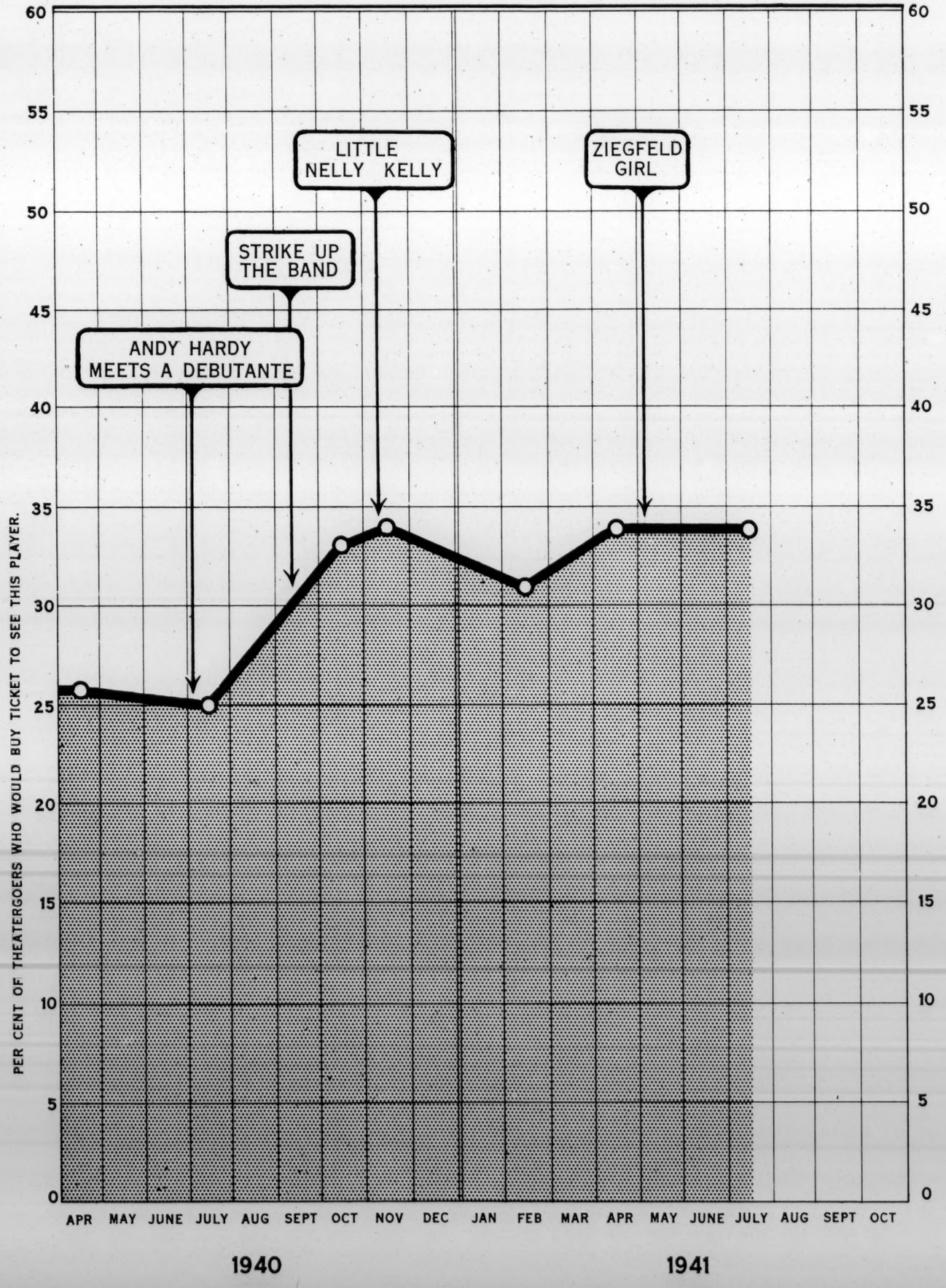
GARFIELD, John

February—April 1941



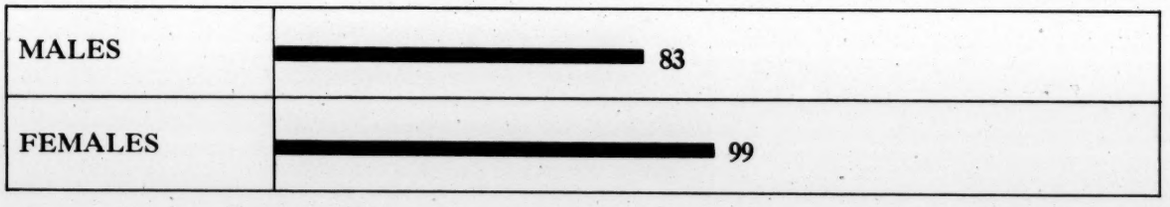
GARLAND. JUDY

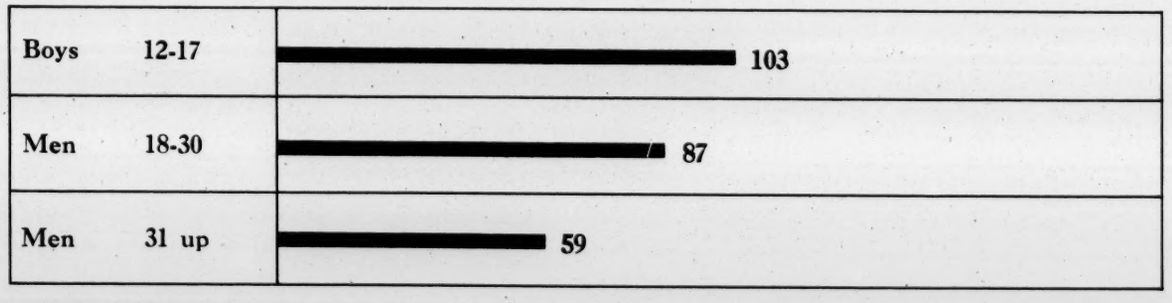
RANK. 10TH

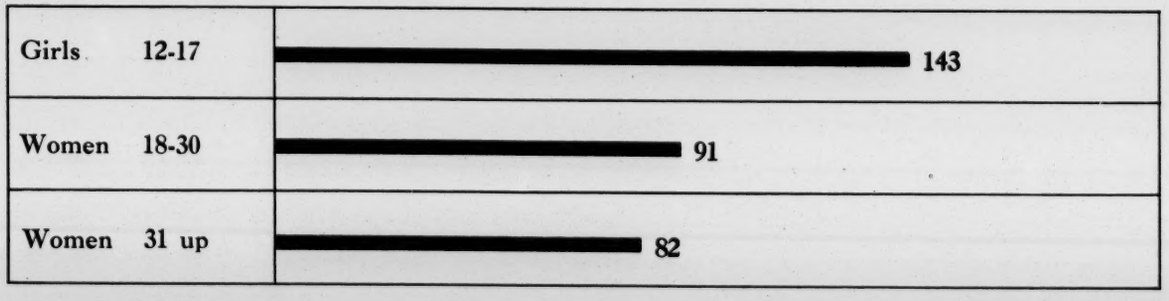


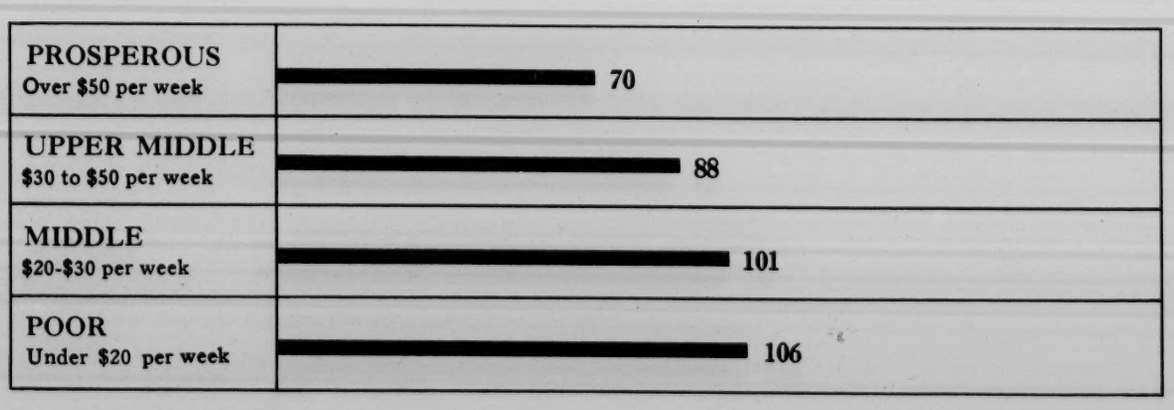
GARLAND, Judy

February—April 1941

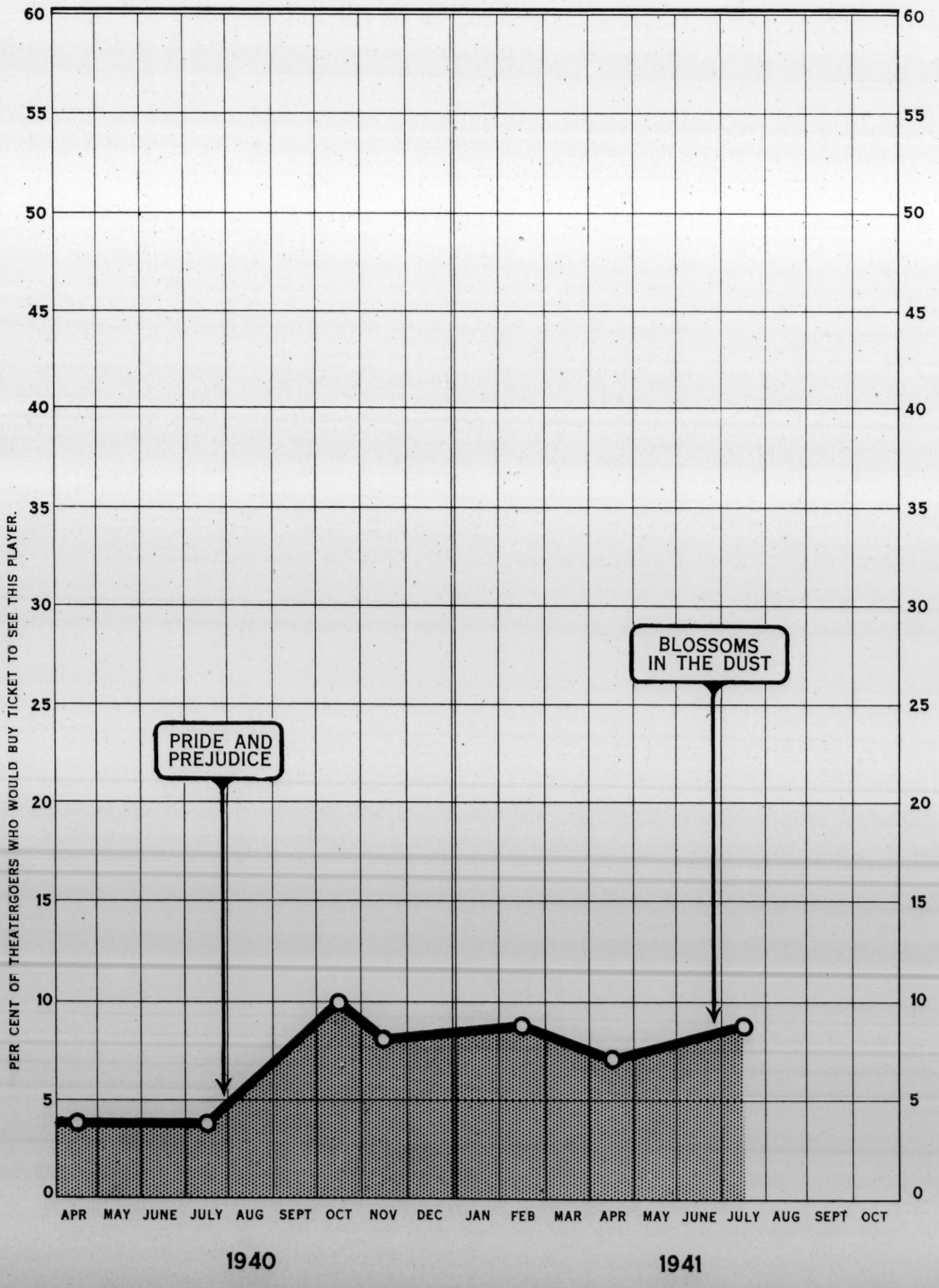








GARSON. GREER
RANK. 90TH



GARSON, Greer

February—April 1941

MALES	13
FEMALES	32

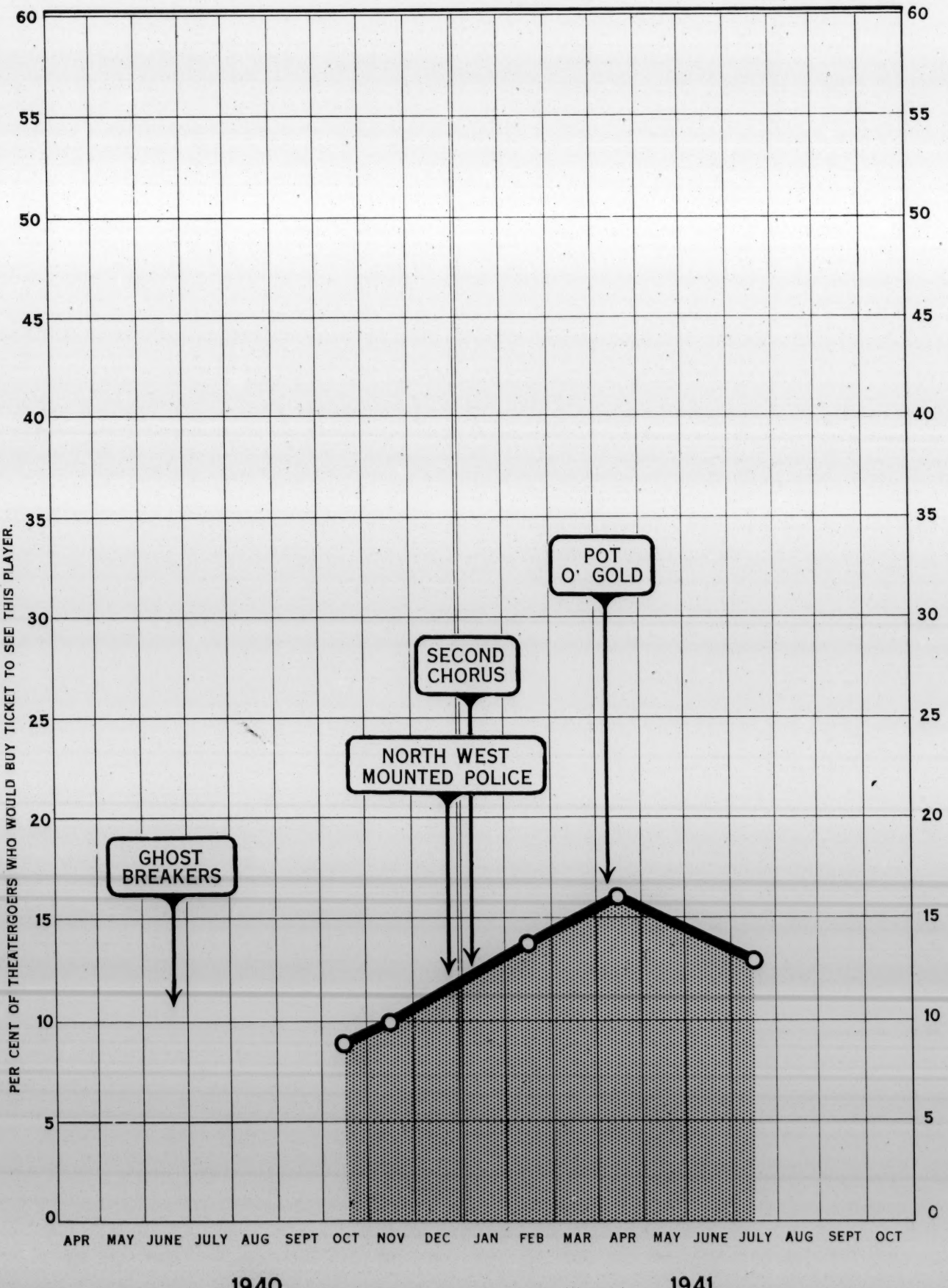
Boys 12-17	9
Men 18-30	14
Men 31 up	14

Girls 12-17	17
Women 18-30	34
Women 31 up	42

PROSPEROUS Over $50 per week	35
UPPER MIDDLE $30 to $50 per week	28
MIDDLE $20-$30 per week	23
POOR Under $20 per week	10

GODDARD. PAULETTE

RANK. 66TH



GODDARD, Paulette

February—April 1941

MALES	45
FEMALES	40

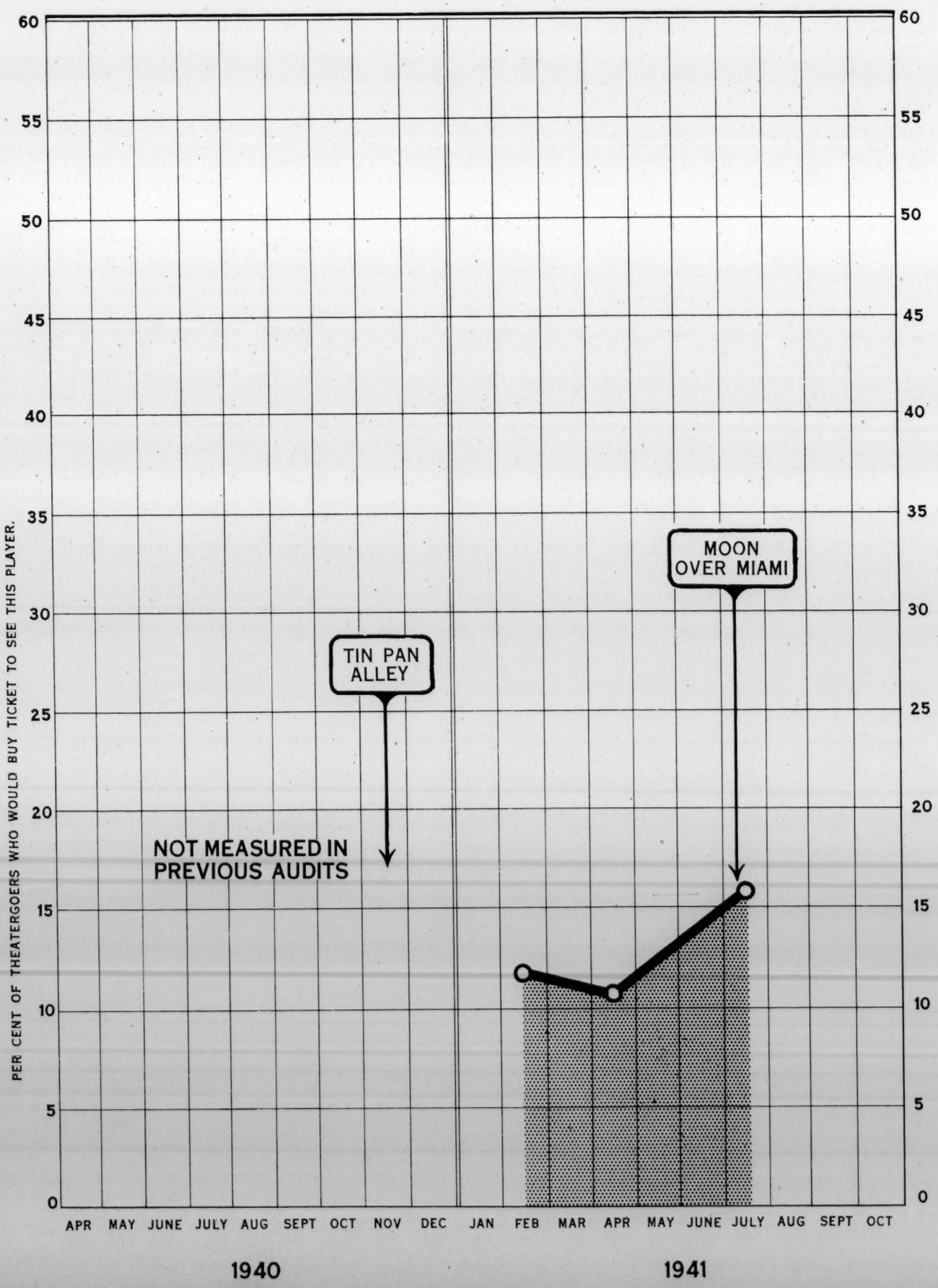
Boys 12-17	46
Men 18-30	50
Men 31 up	34

Girls 12-17	54
Women 18-30	39
Women 31 up	31

PROSPEROUS Over $50 per week	50
UPPER MIDDLE $30 to $50 per week	40
MIDDLE $20-$30 per week	41
POOR Under $20 per week	37

GRABLE. BETTY

RANK. 60TH



GRABLE, Betty

February—April 1941

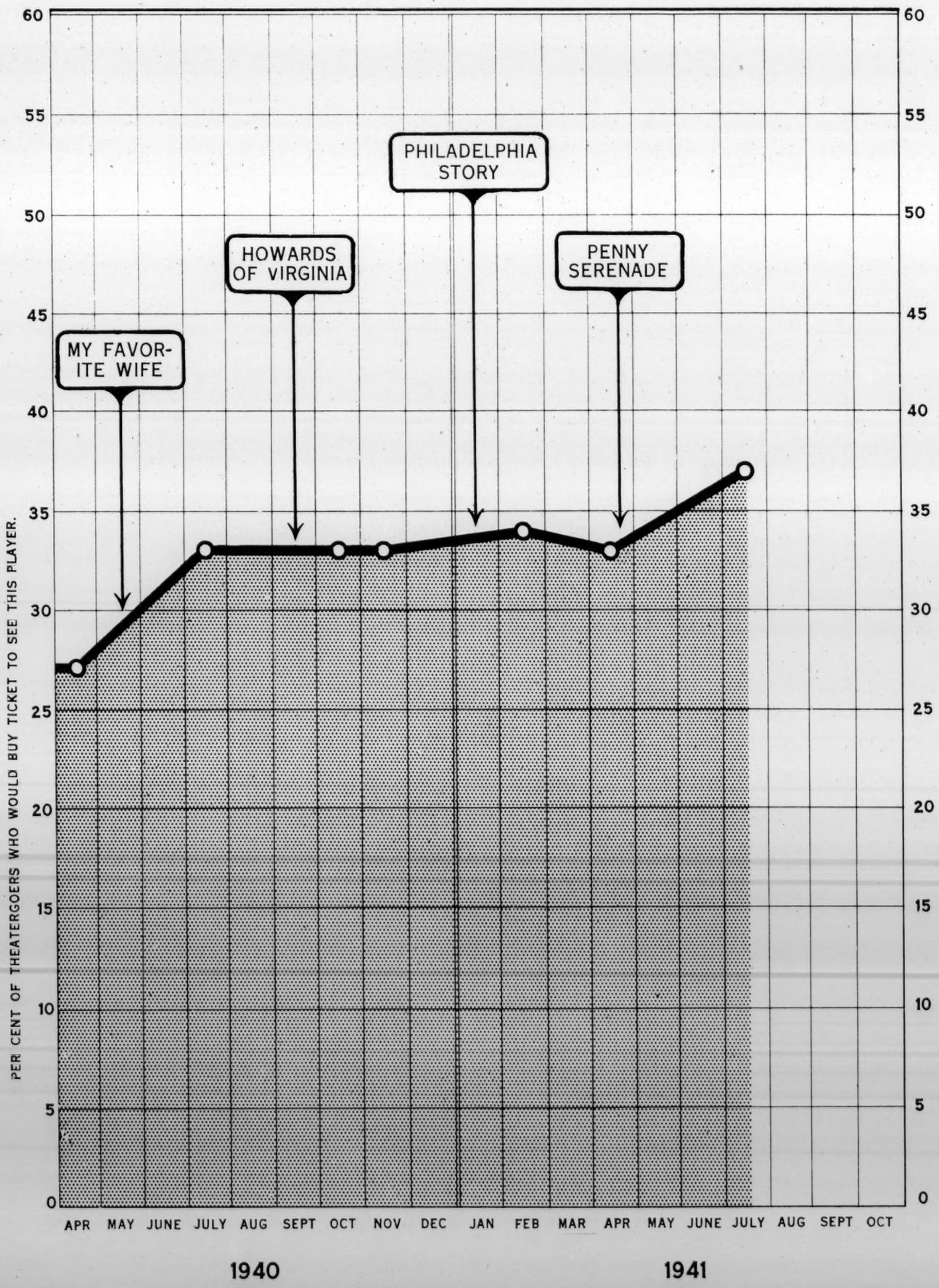
MALES	46
FEMALES	24

Boys 12-17	59
Men 18-30	51
Men 31 up	24

Girls 12-17	57
Women 18-30	20
Women 31 up	7

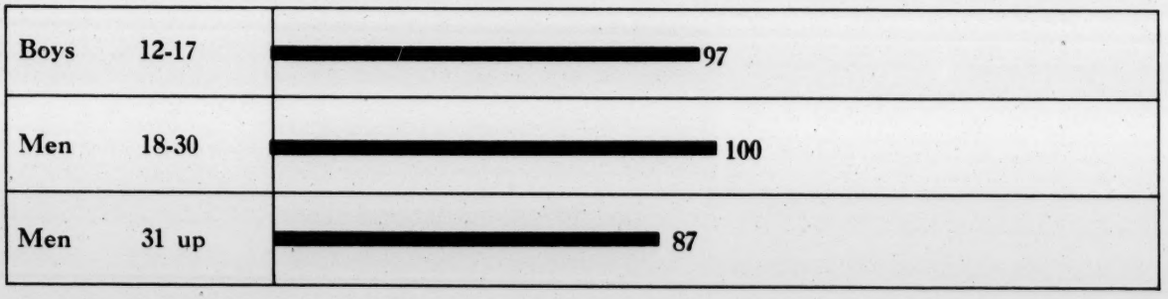
PROSPEROUS Over $50 per week	29
UPPER MIDDLE $30 to $50 per week	30
MIDDLE $20-$30 per week	35
POOR Under $20 per week	41

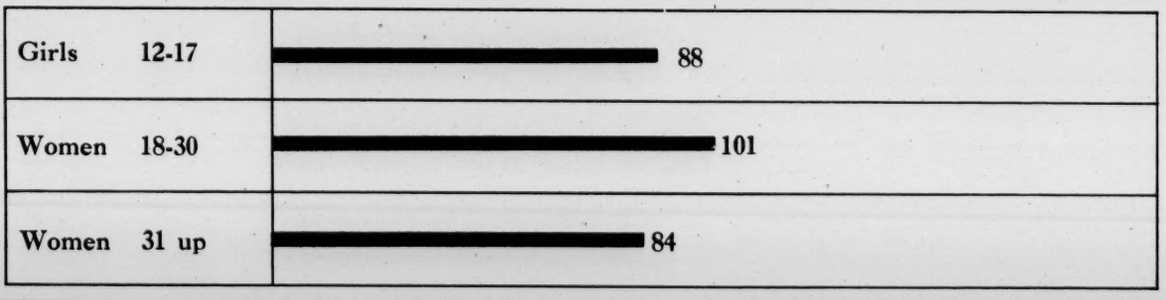
GRANT. CARY
RANK. 8TH

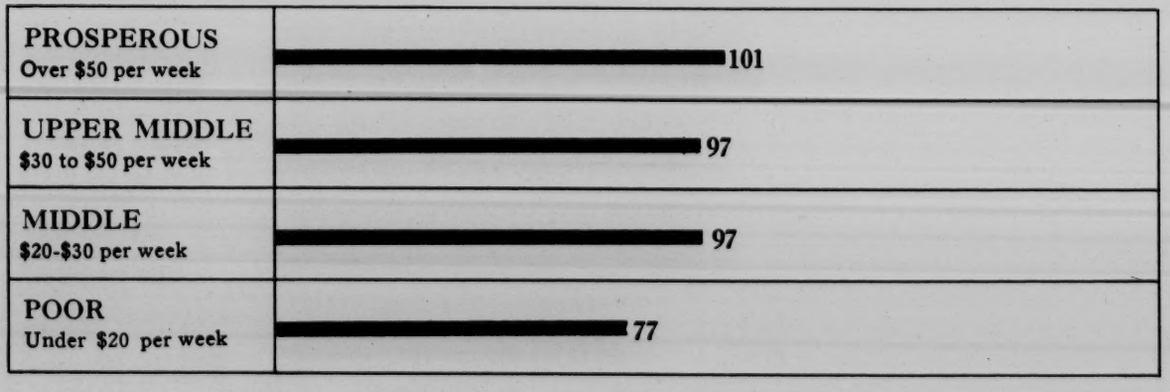


GRANT, Cary

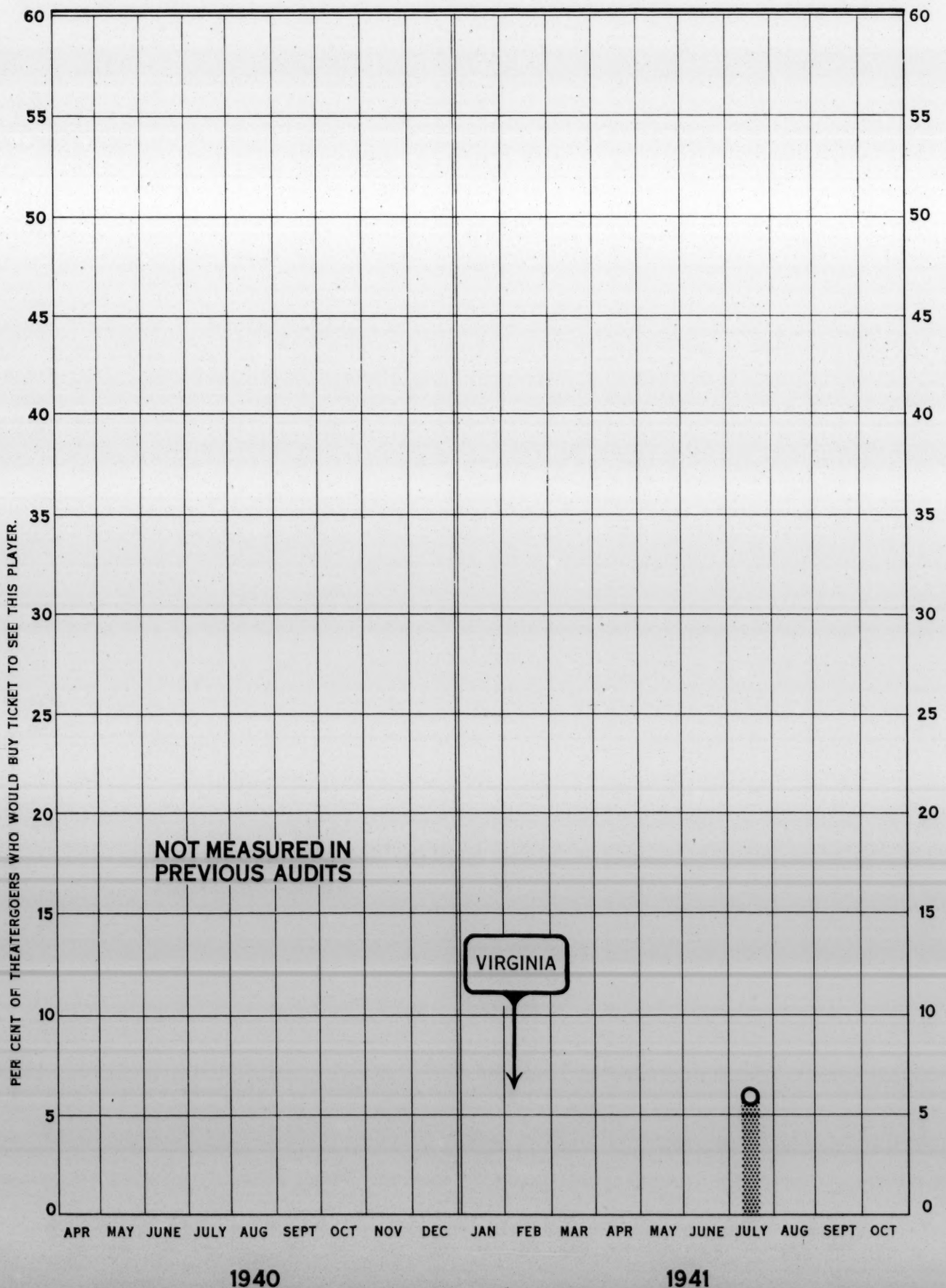
February—April 1941





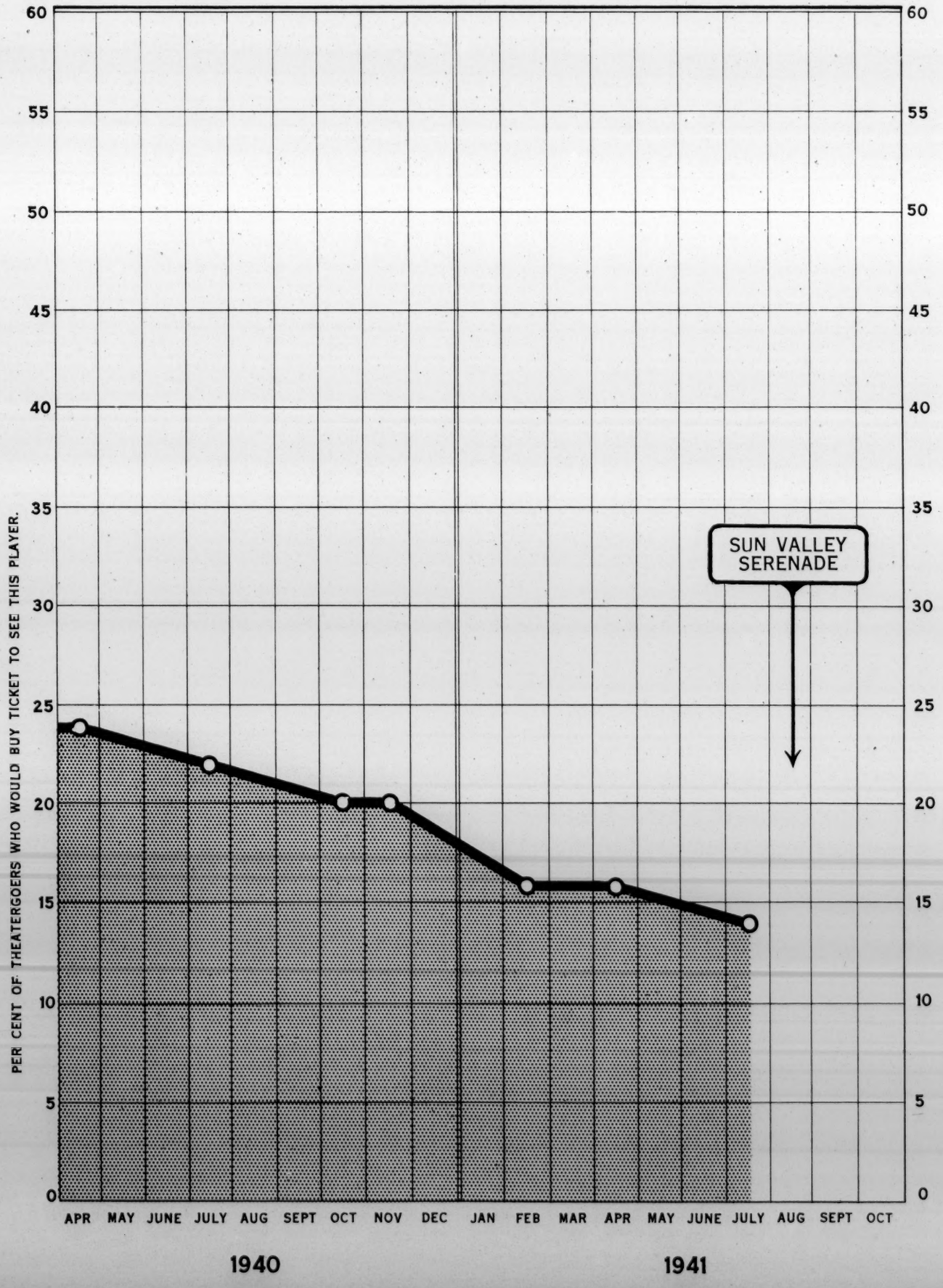


HAYDEN, STIRLING
RANK, 101ST



HENIE. SONJA

RANK. 63RD



HENIE, Sonja

February—April 1941

MALES	39
FEMALES	51

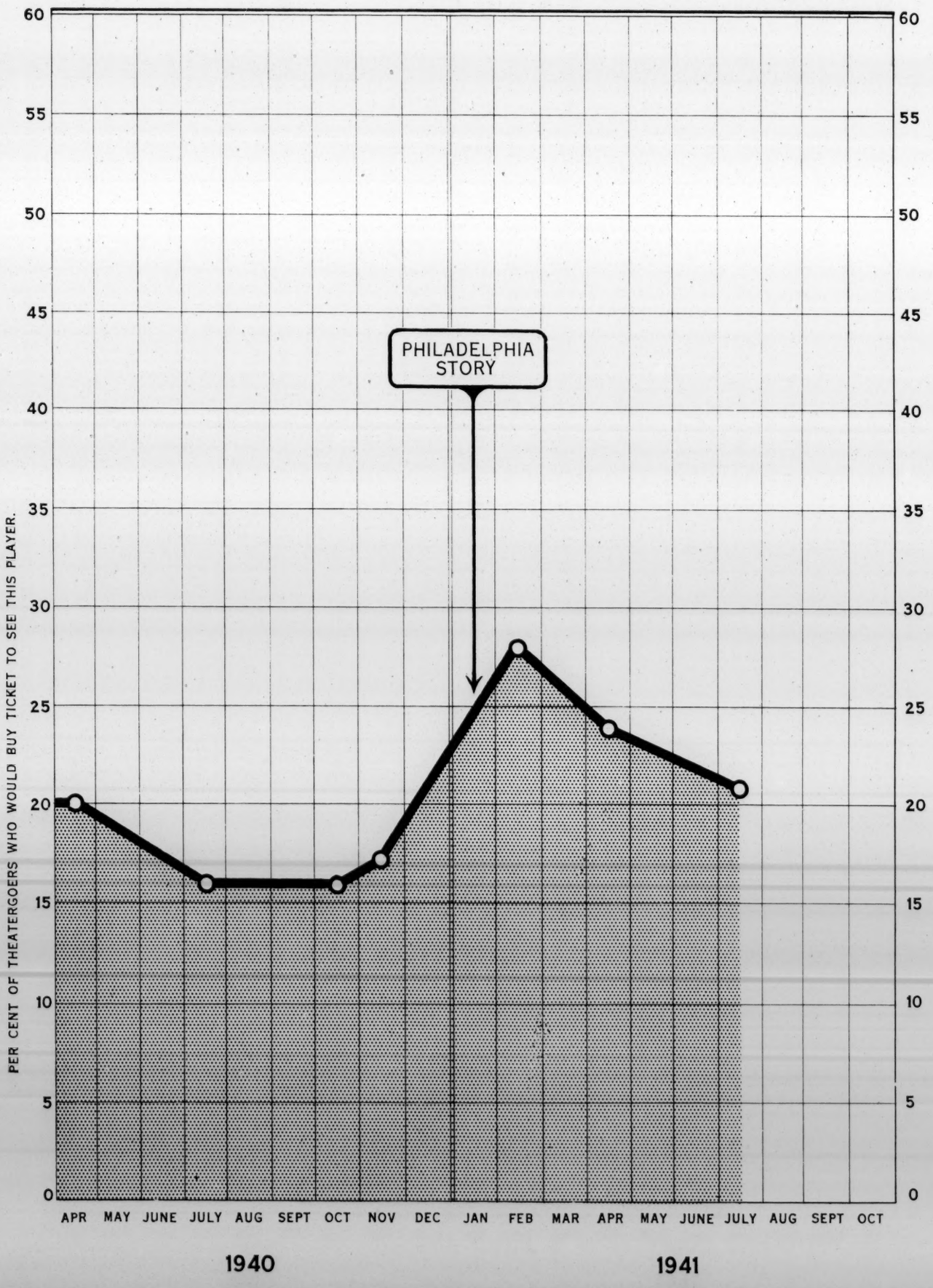
Boys 12-17	46
Men 18-30	36
Men 31 up	41

Girls 12-17	81
Women 18-30	39
Women 31 up	52

PROSPEROUS Over $50 per week	42
UPPER MIDDLE $30 to $50 per week	44
MIDDLE $20-$30 per week	47
POOR Under $20 per week	54

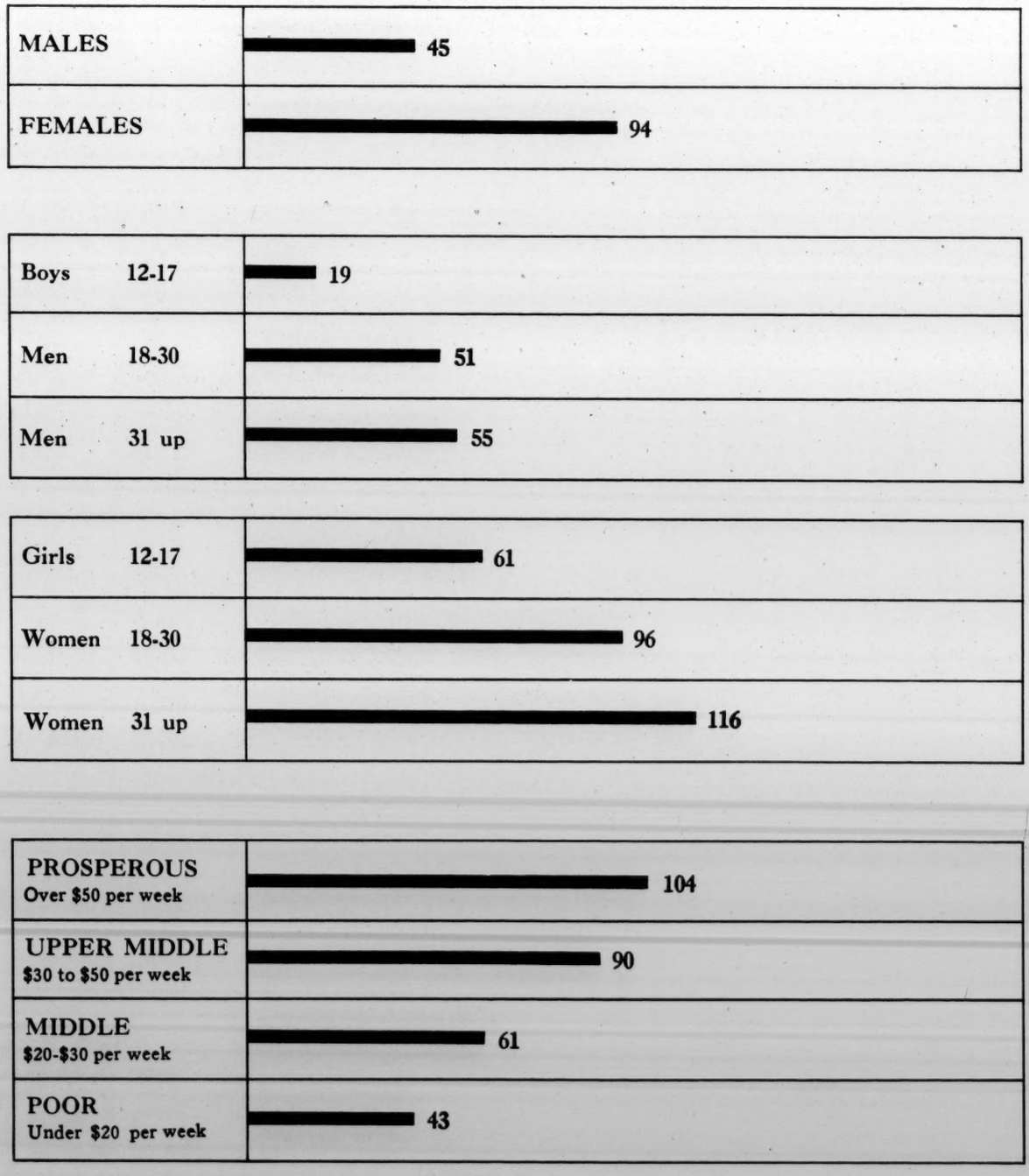
HEPBURN. KATHARINE

RANK. 36TH

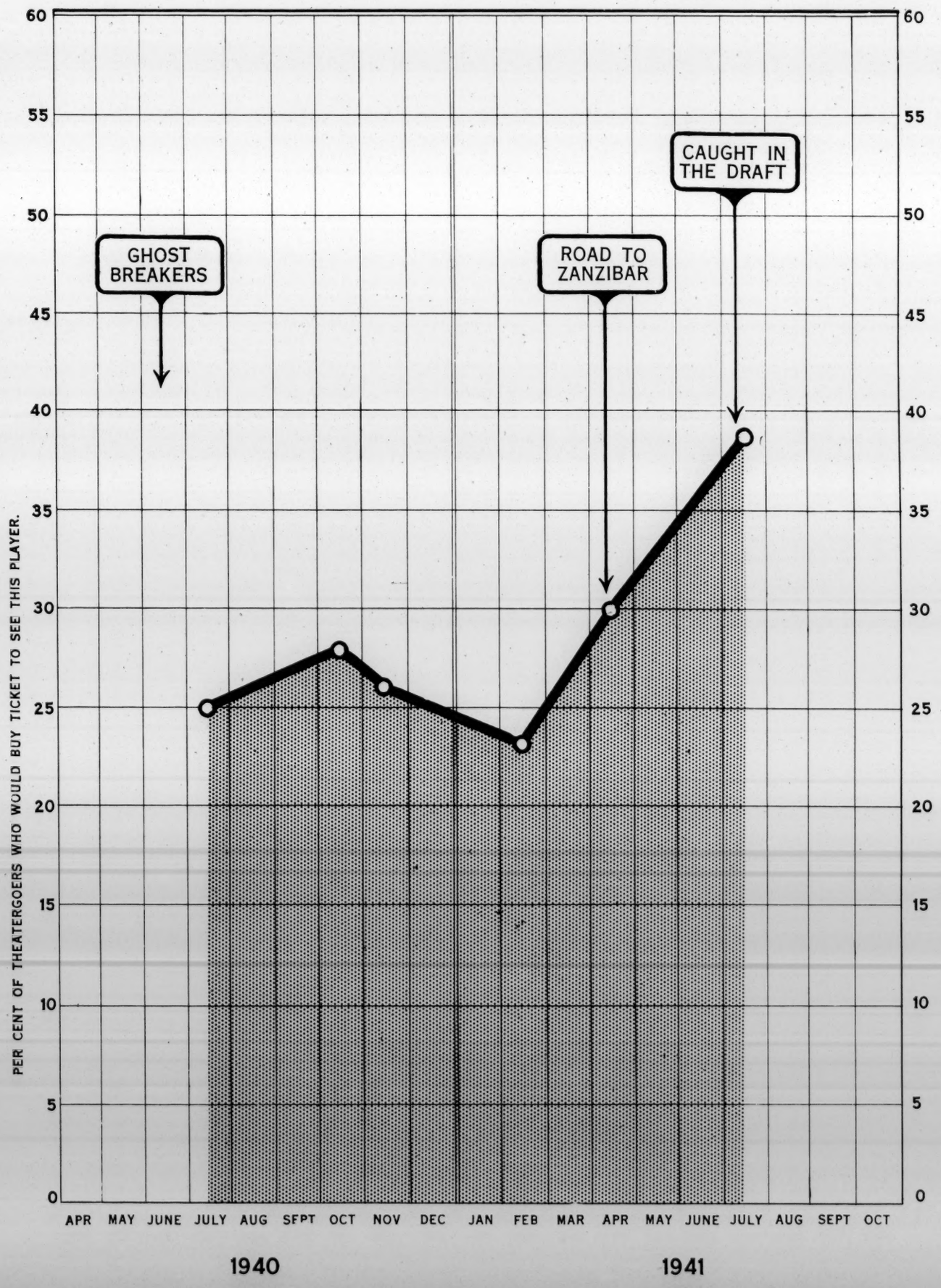


HEPBURN, Katharine

February—April 1941

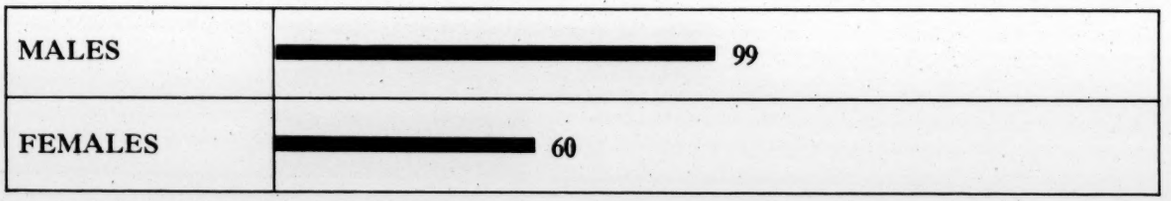


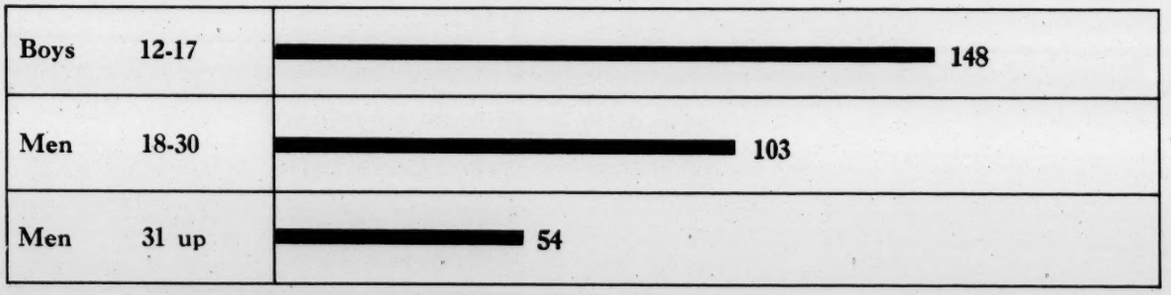
HOPE. BOB
RANK. 6TH

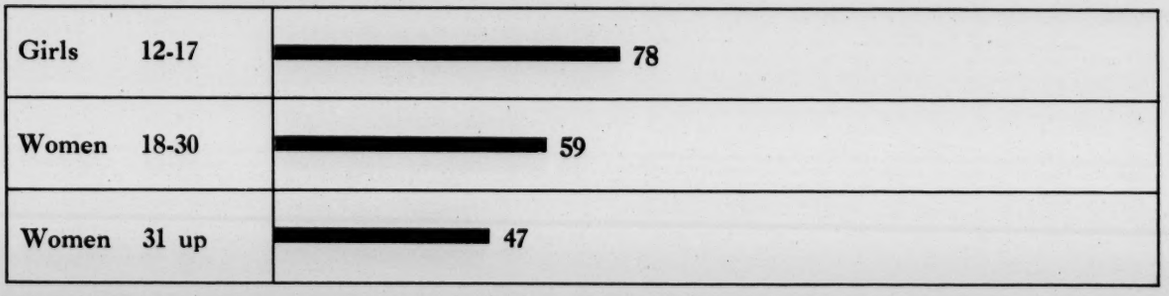


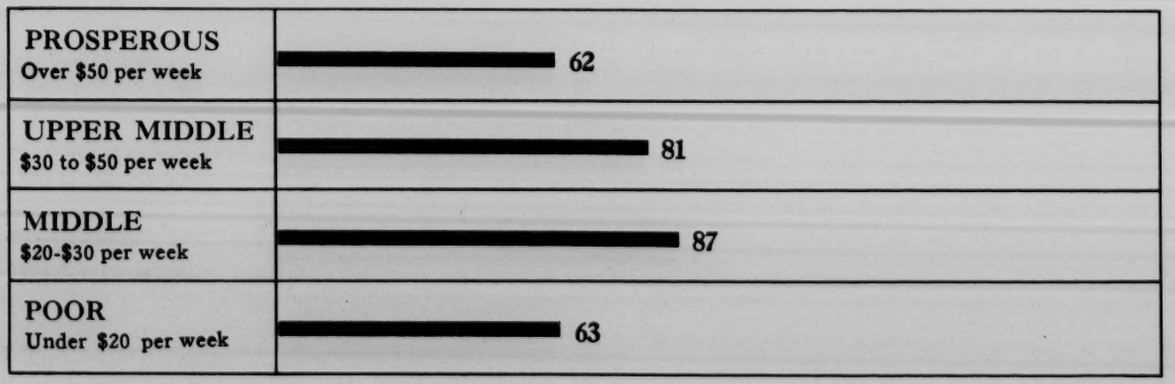
HOPE, Bob

February—April 1941



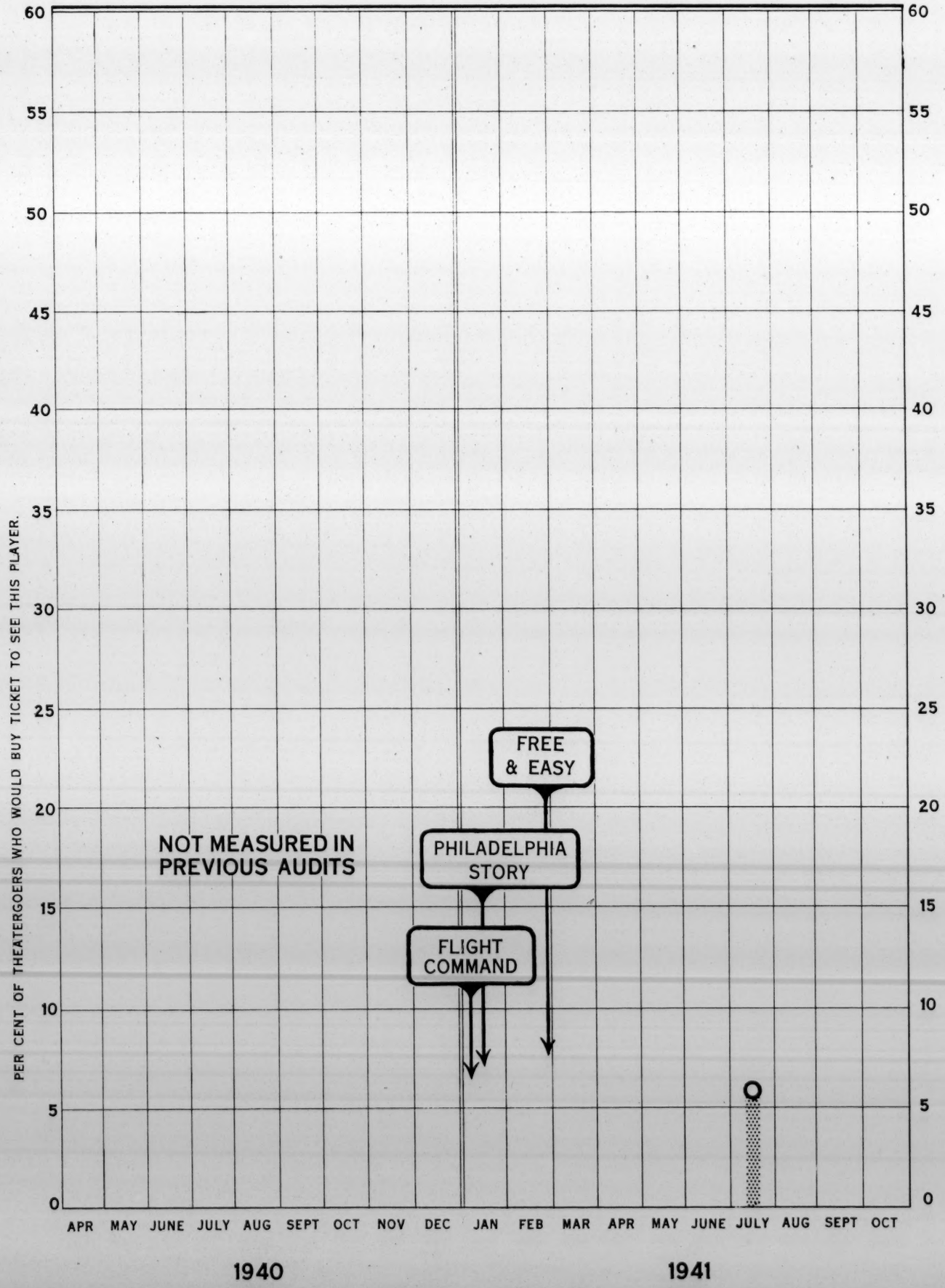




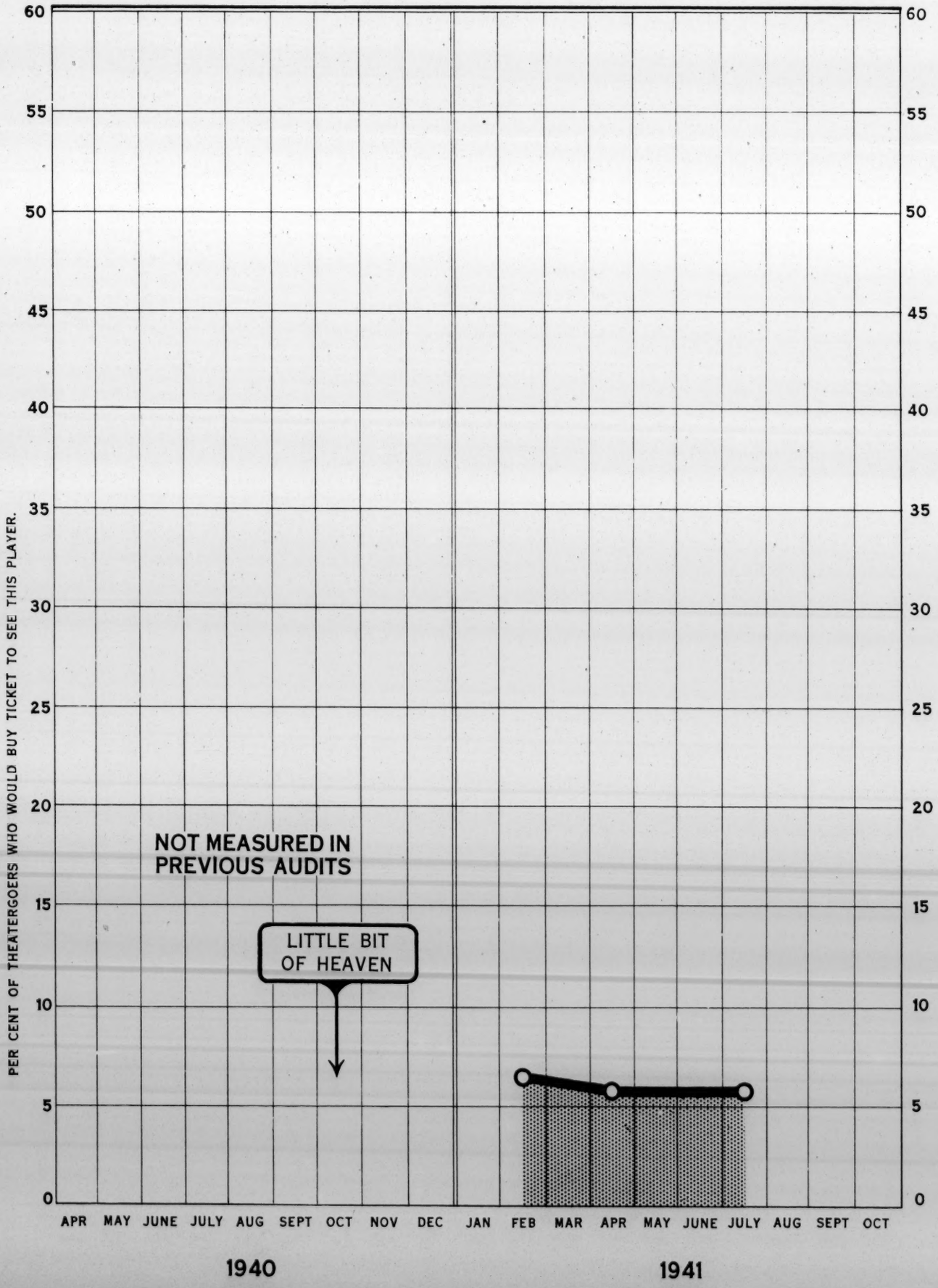


HUSSEY. RUTH

RANK. 107TH



JEAN. GLORIA
RANK. 106TH



JEAN, Gloria

February—April 1941

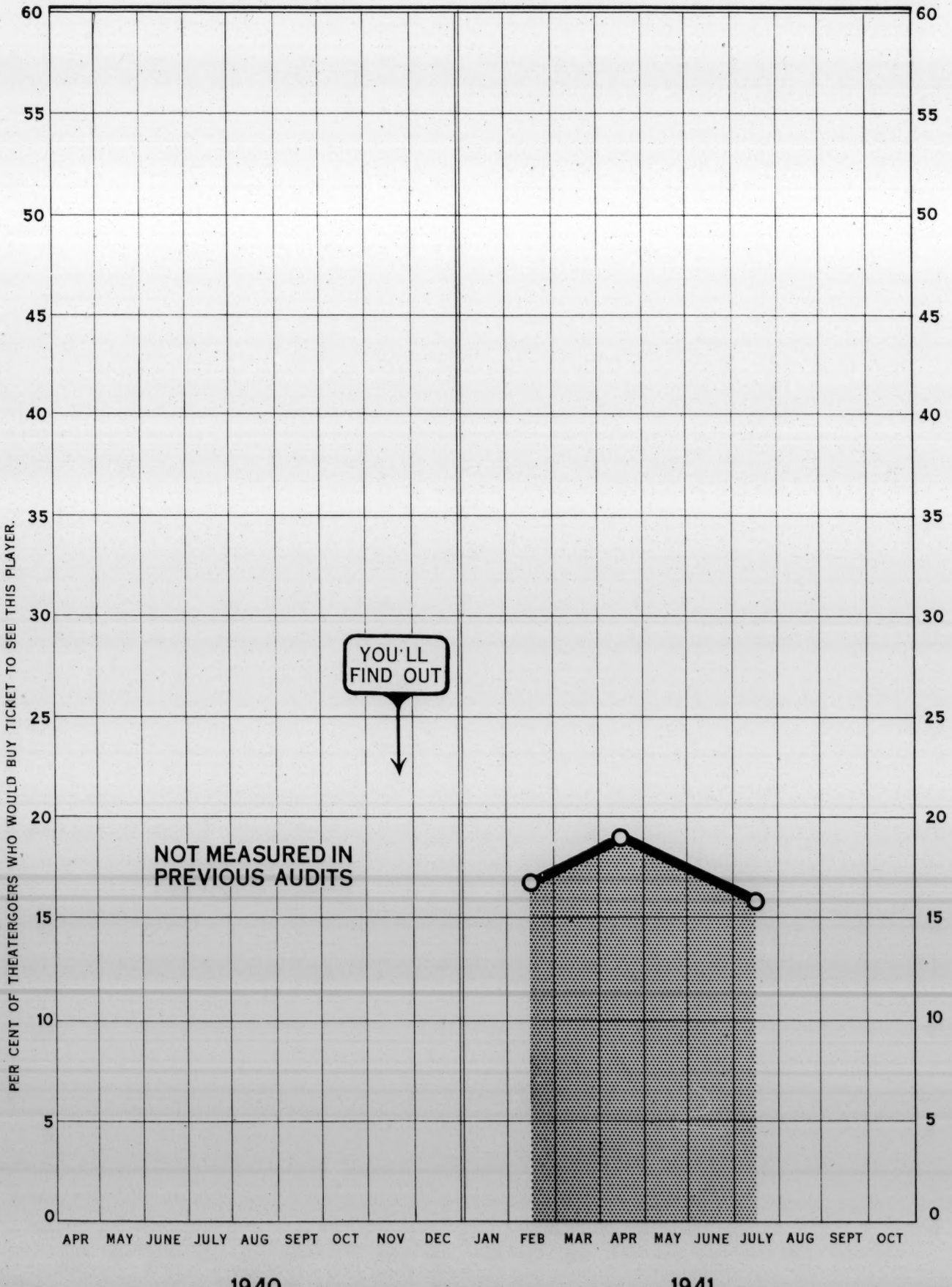
MALES	12
FEMALES	23

Boys 12-17	21
Men 18-30	11
Men 31 up	6

Girls 12-17	49
Women 18-30	15
Women 31 up	20

PROSPEROUS Over $50 per week	10
UPPER MIDDLE $30 to $50 per week	16
MIDDLE $20-$30 per week	20
POOR Under $20 per week	25

KYSER. KAY
RANK. 61ST



KYSER, Kay

February—April 1941

MALES	67
FEMALES	41

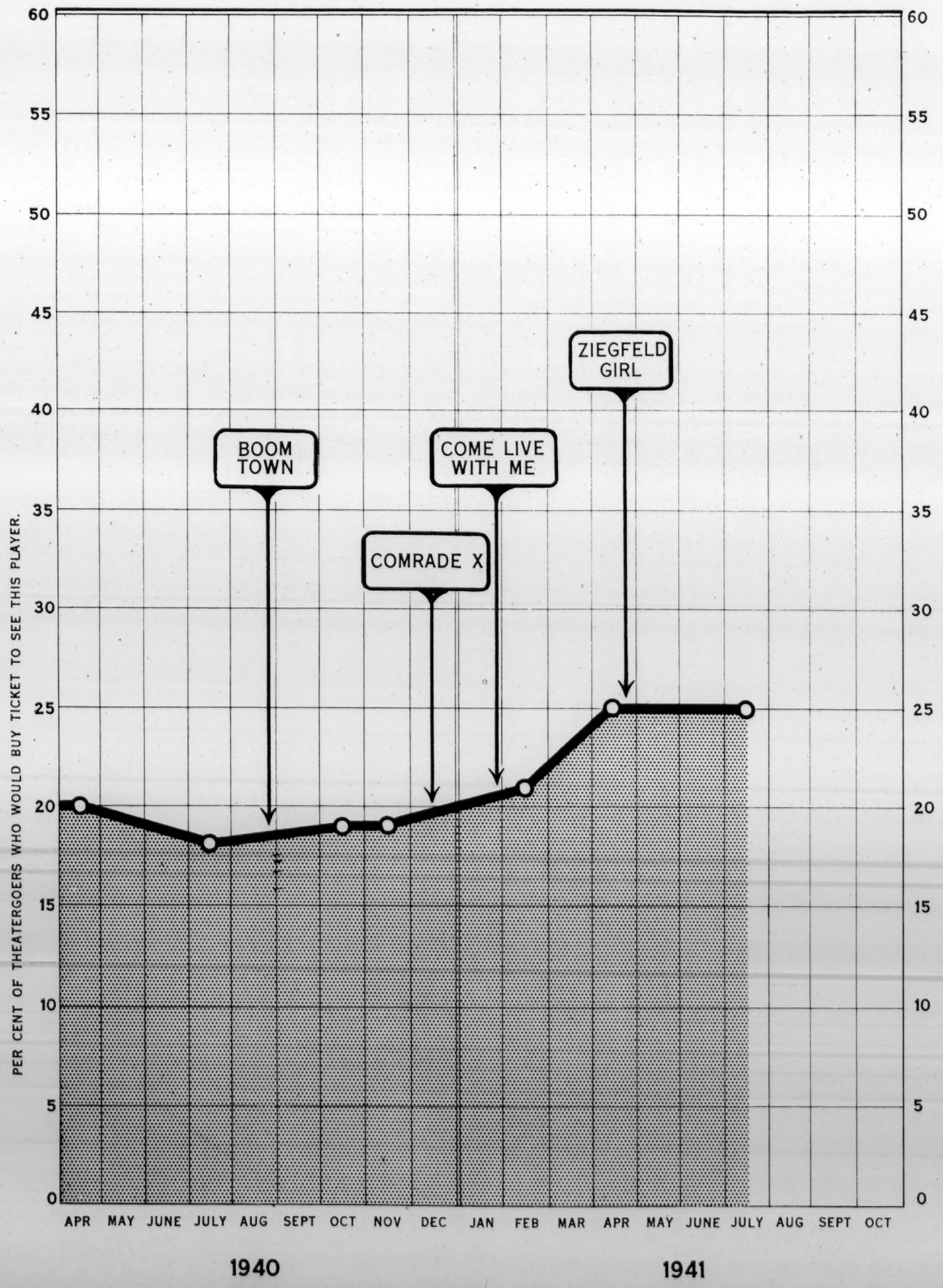
Boys 12-17	118
Men 18-30	61
Men 31 up	40

Girls 12-17	66
Women 18-30	41
Women 31 up	20

PROSPEROUS Over $50 per week	31
UPPER MIDDLE $30 to $50 per week	49
MIDDLE $20-$30 per week	60
POOR Under $20 per week	55

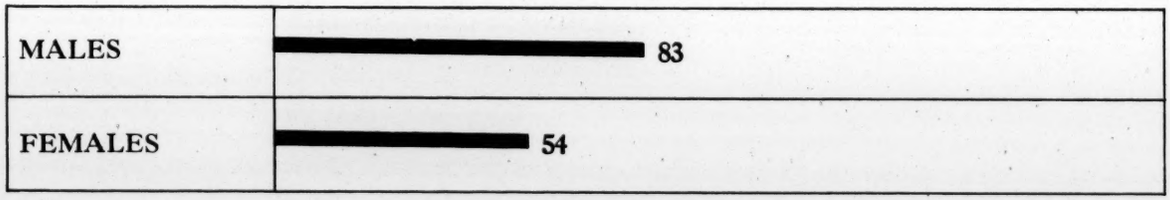
LAMARR. HEDY

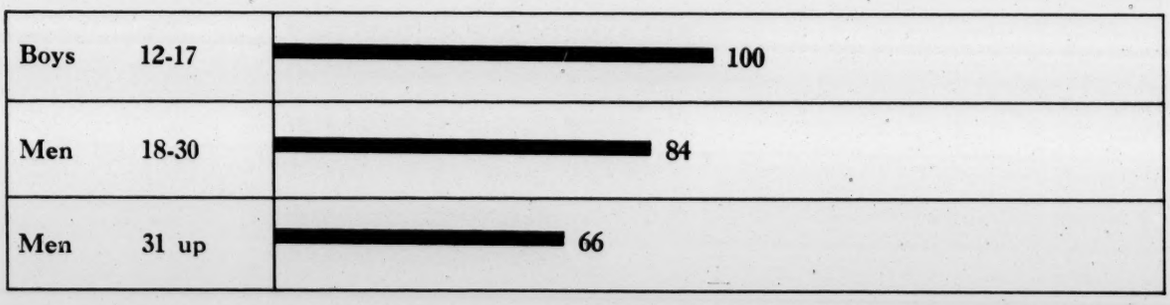
RANK. 22ND

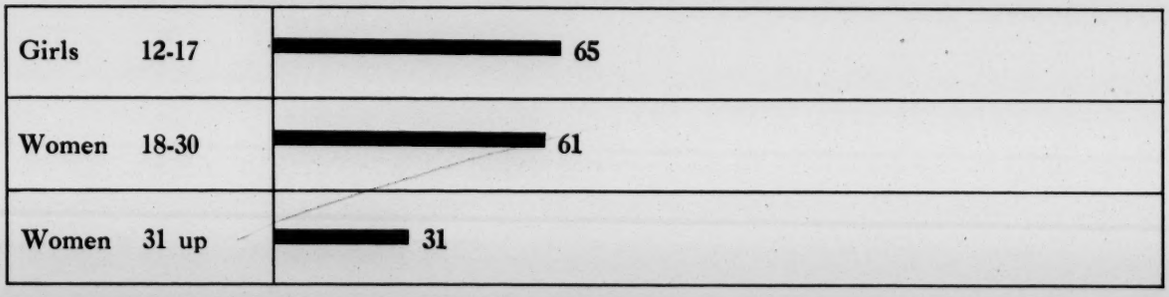


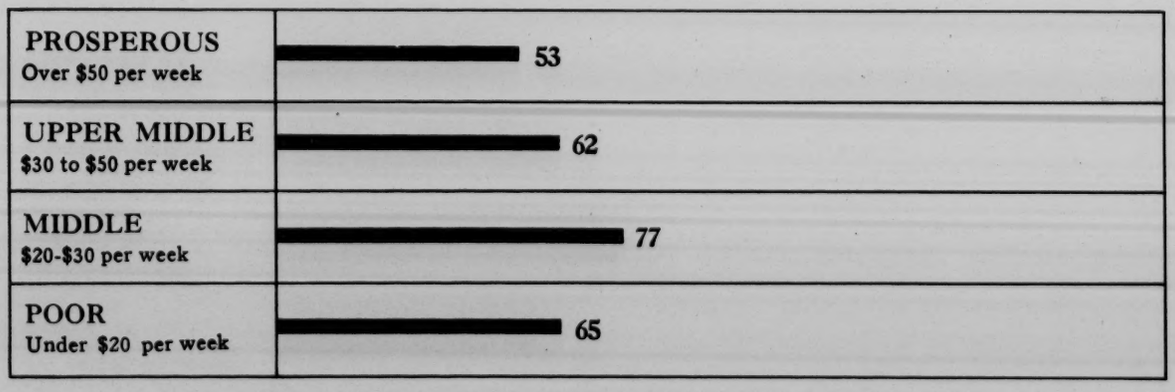
LAMARR, Hedy

February—April 1941

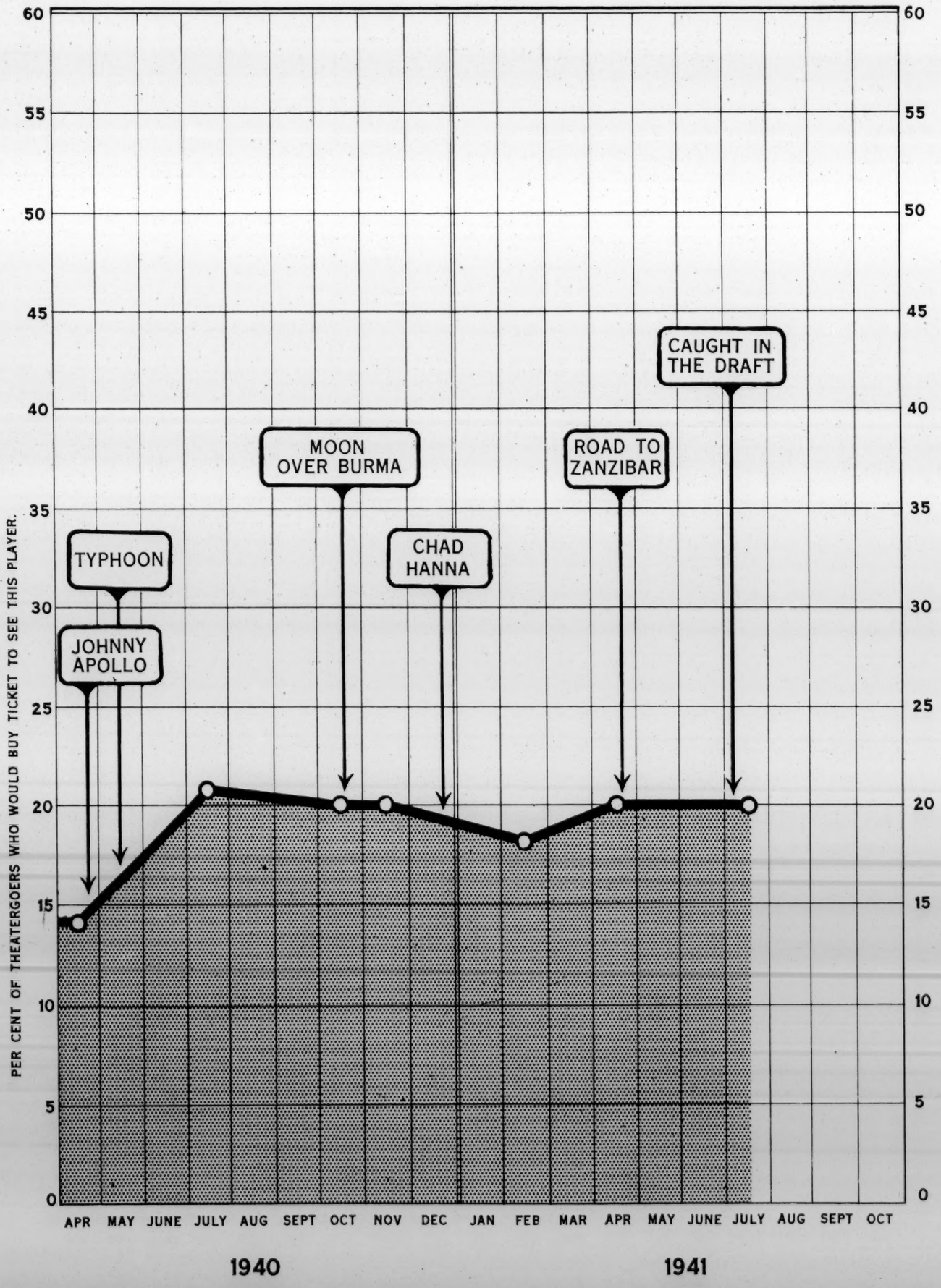








LAMOUR. DOROTHY
RANK. 43RD



LAMOUR, Dorothy

February—April 1941

MALES	67
FEMALES	44

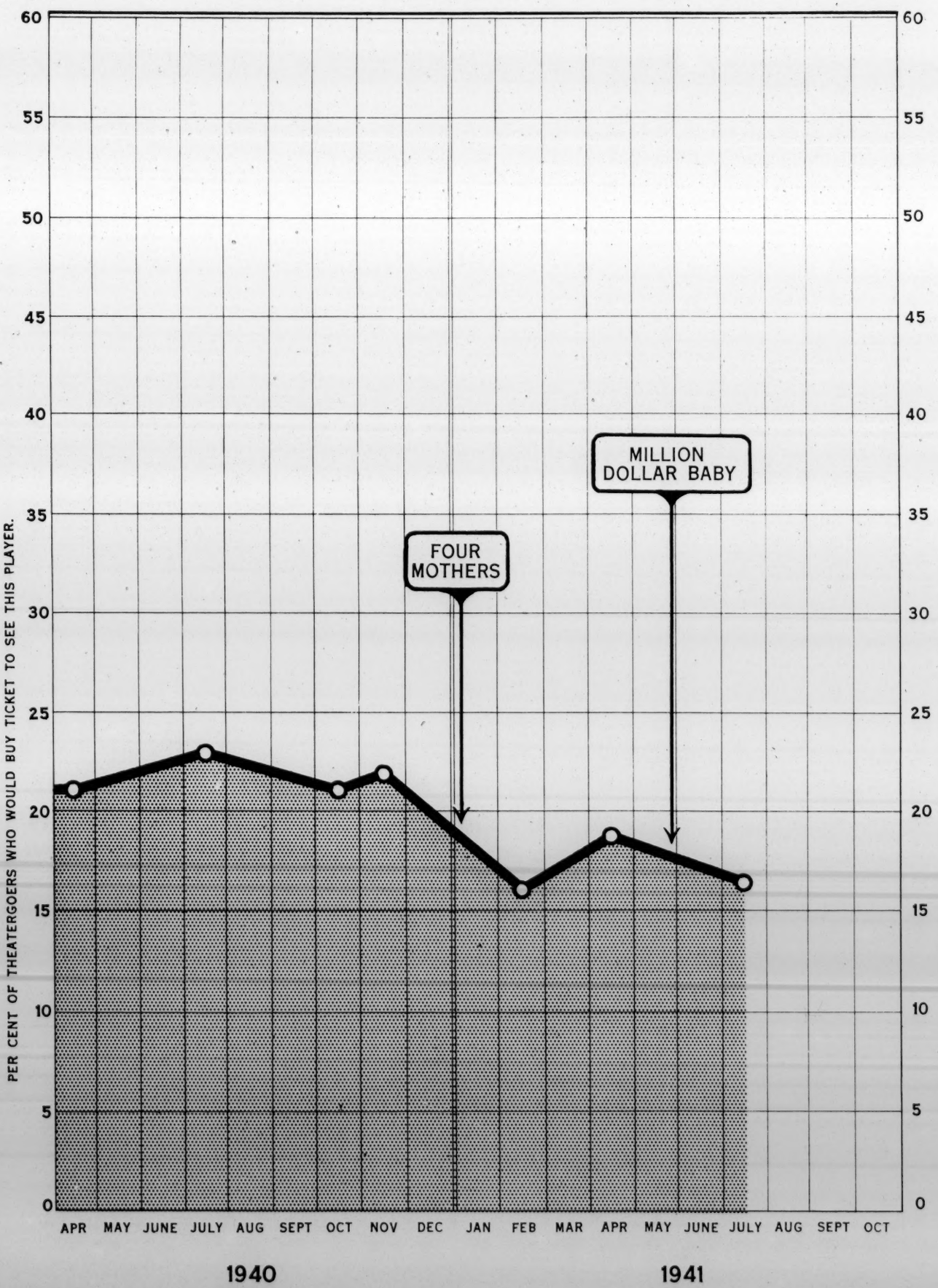
Boys 12-17	59
Men 18-30	71
Men 31 up	67

Girls 12-17	67
Women 18-30	44
Women 31 up	24

PROSPEROUS Over $50 per week	48
UPPER MIDDLE $30 to $50 per week	39
MIDDLE $20-$30 per week	62
POOR Under $20 per week	73

LANE. PRISCILLA

RANK. 55TH



LANE, Priscilla

February—April 1941

MALES	41
FEMALES	56

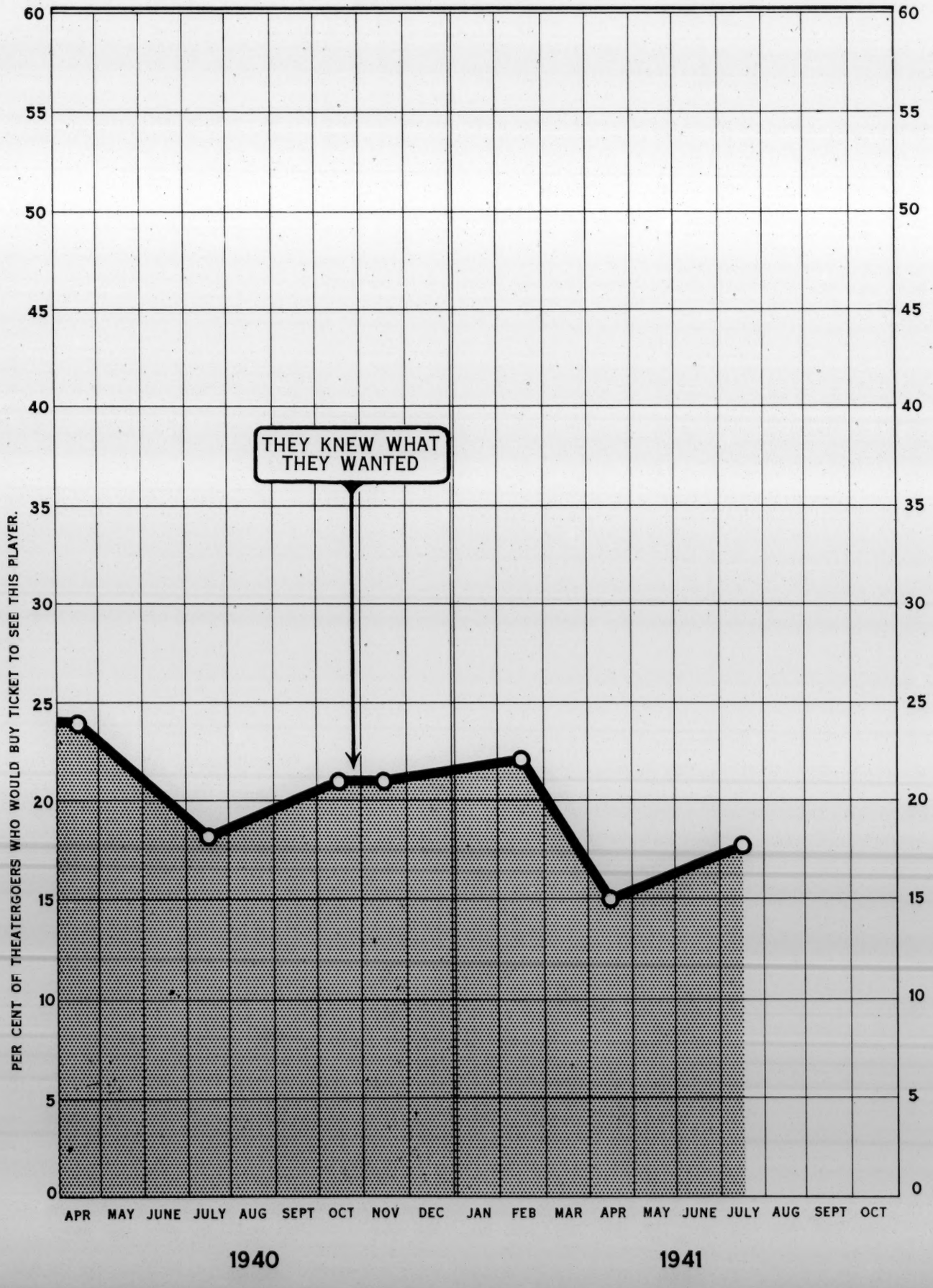
Boys 12-17	44
Men 18-30	42
Men 31 up	33

Girls 12-17	70
Women 18-30	56
Women 31 up	45

PROSPEROUS Over $50 per week	40
UPPER MIDDLE $30 to $50 per week	45
MIDDLE $20-$30 per week	55
POOR Under $20 per week	59

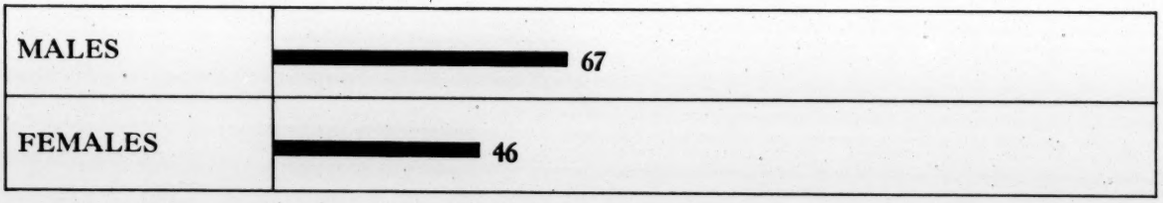
LAUGHTON. CHARLES

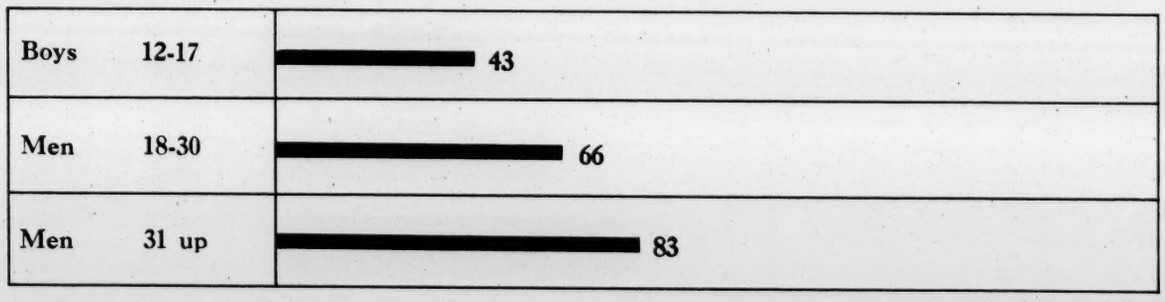
RANK. 51ST

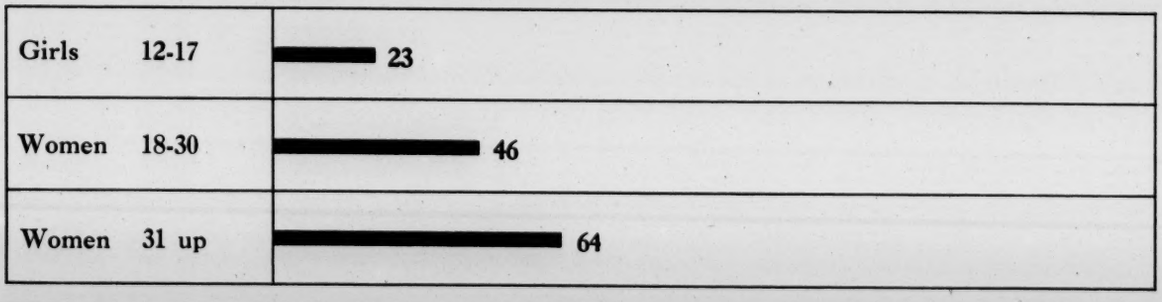


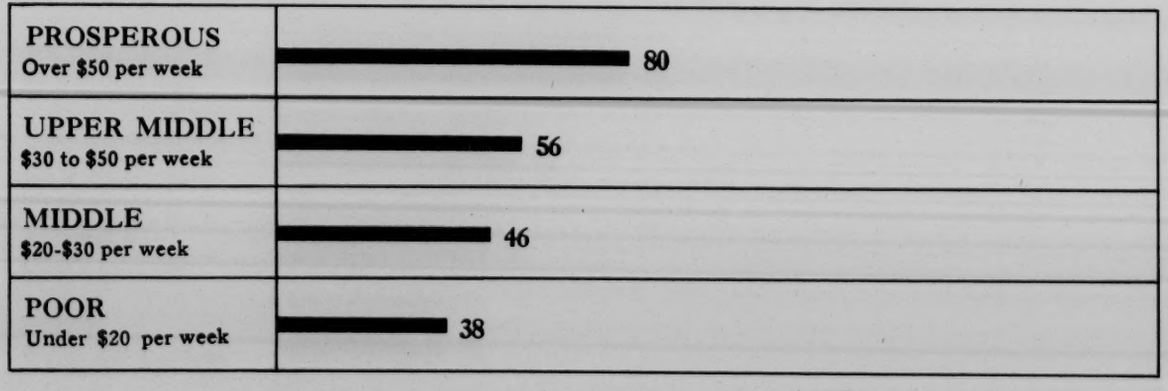
LAUGHTON, Charles

February—April 1941

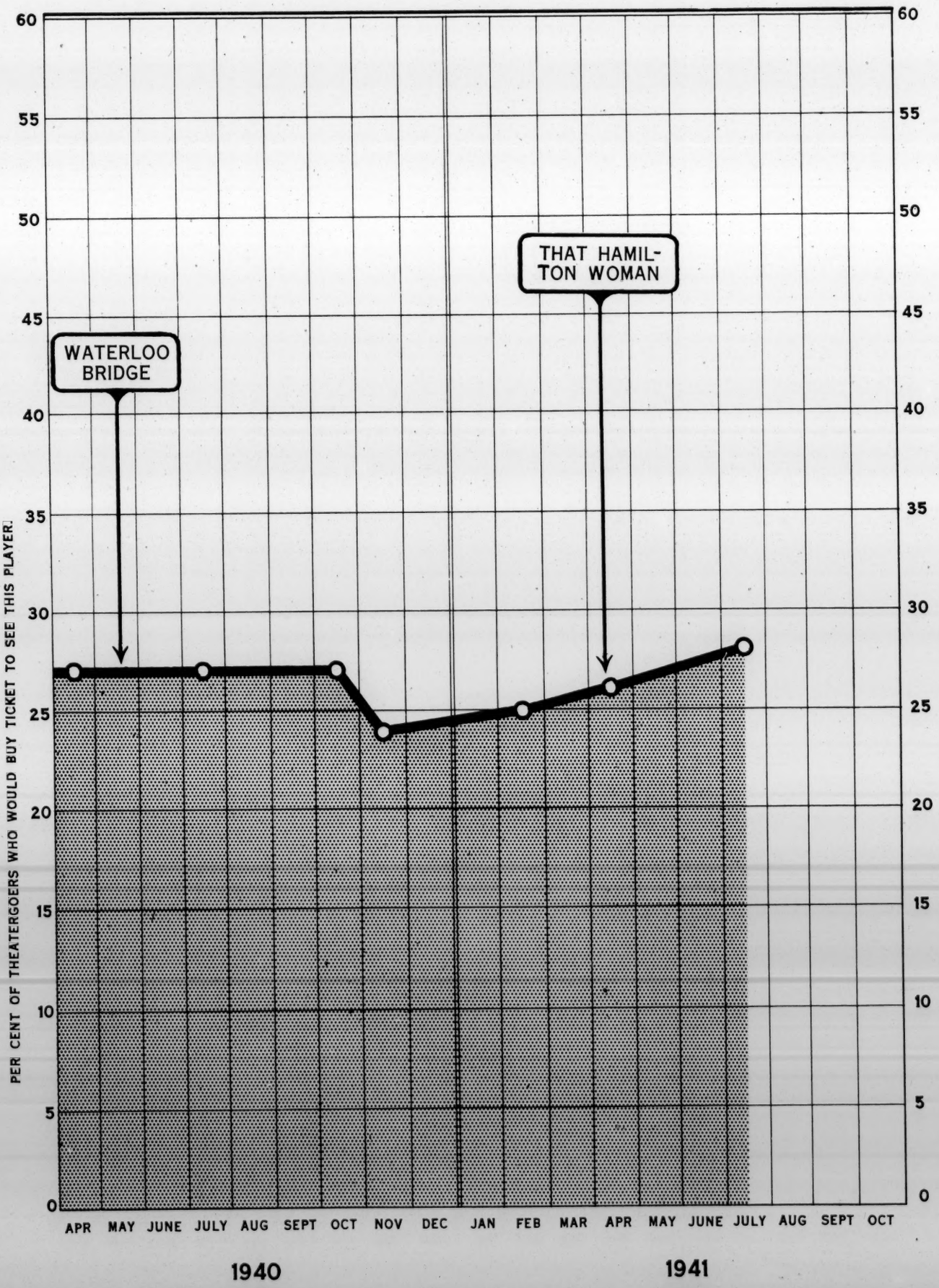






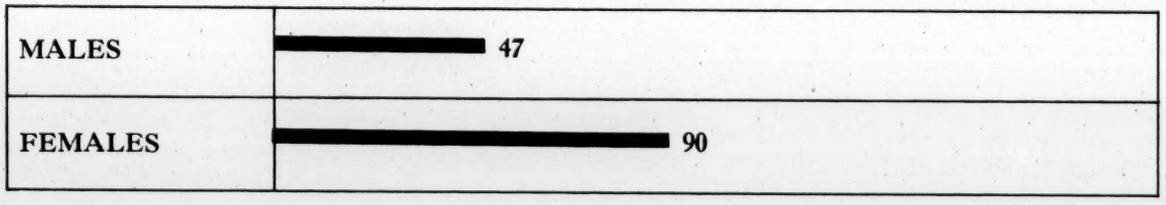


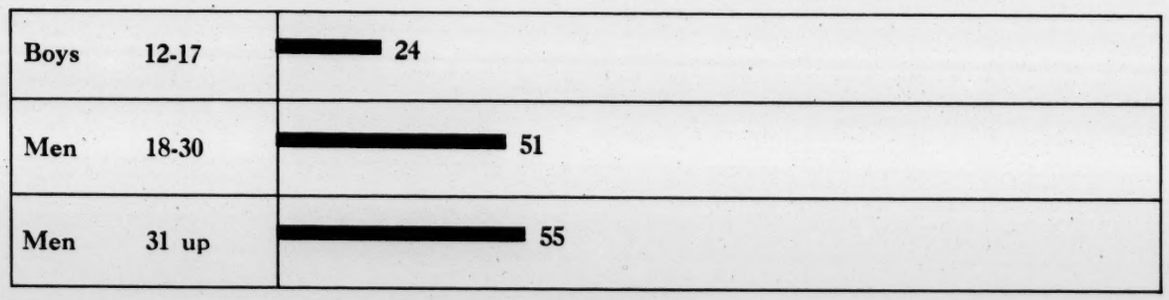
LEIGH, VIVIEN
RANK, 16TH

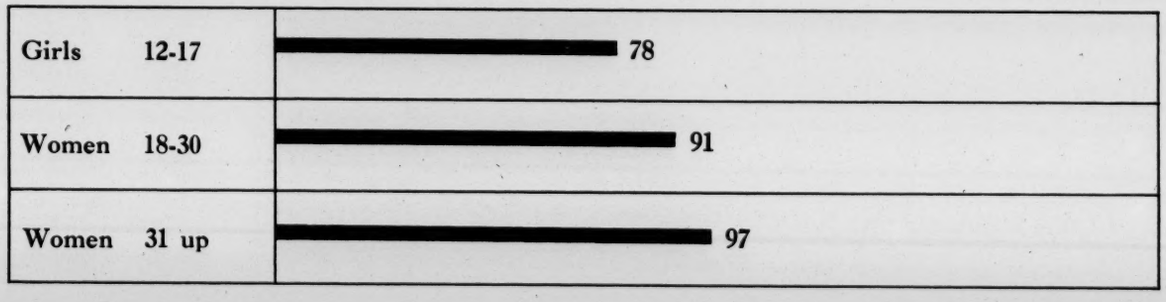


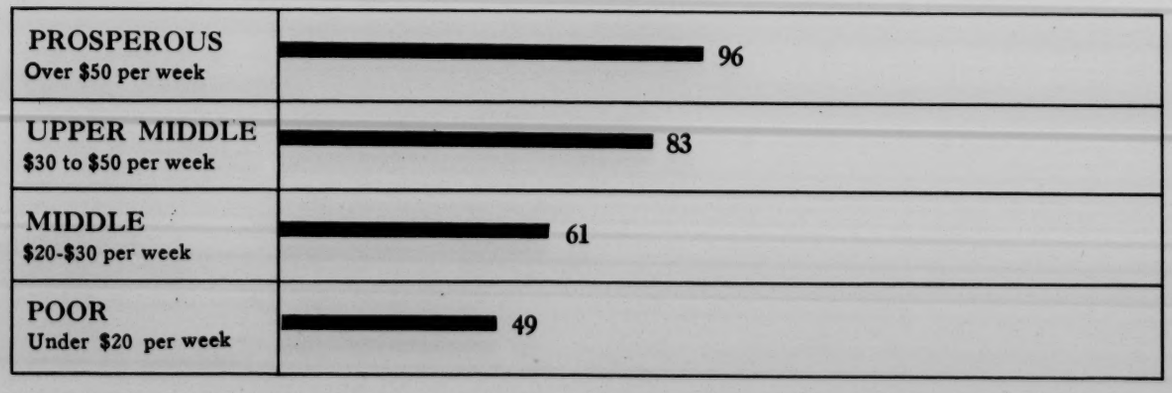
LEIGH, Vivien

February—April 1941



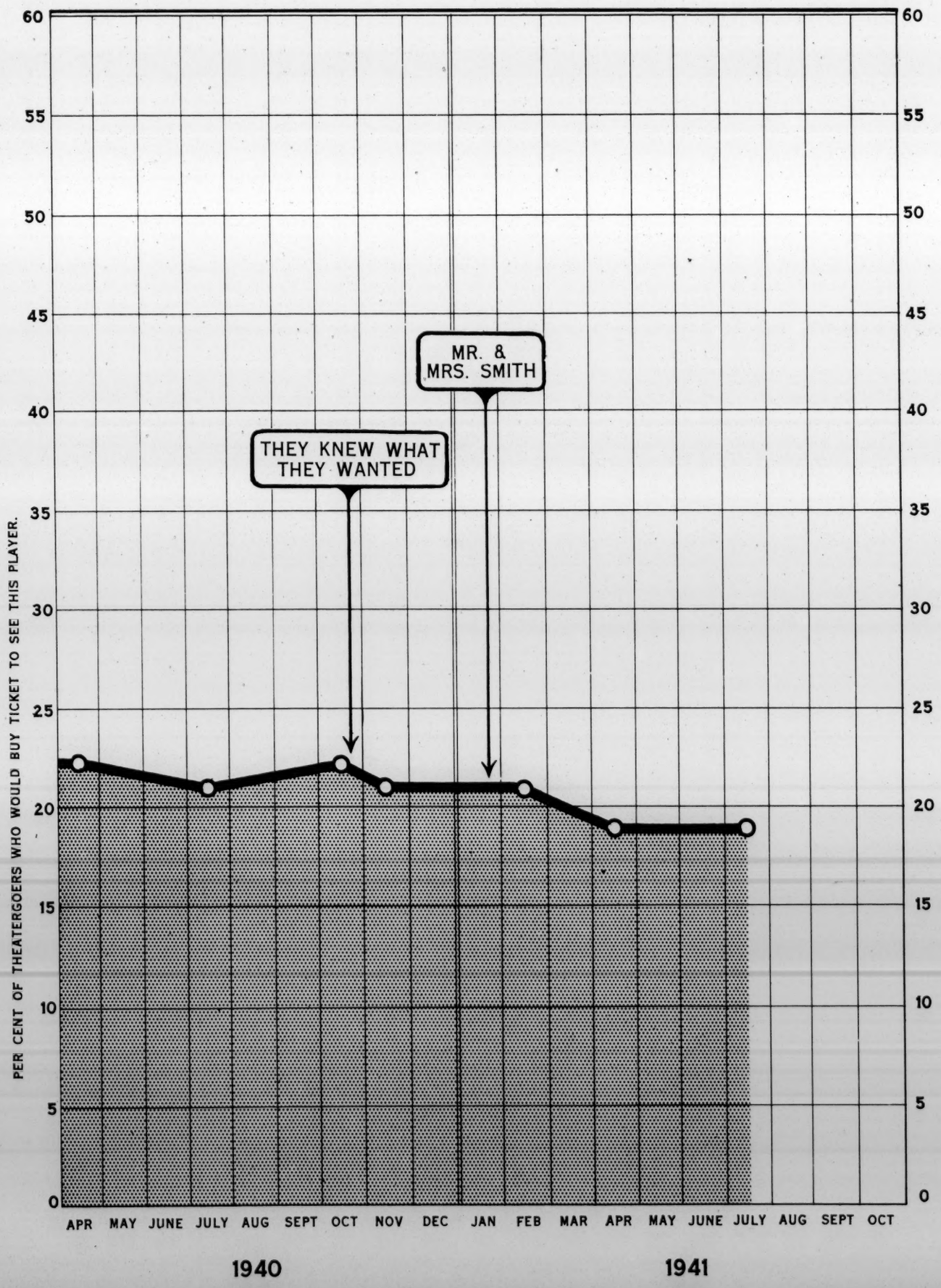






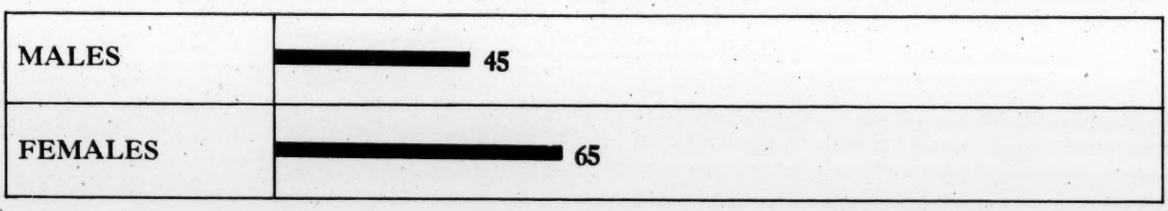
LOMBARD. CAROLE

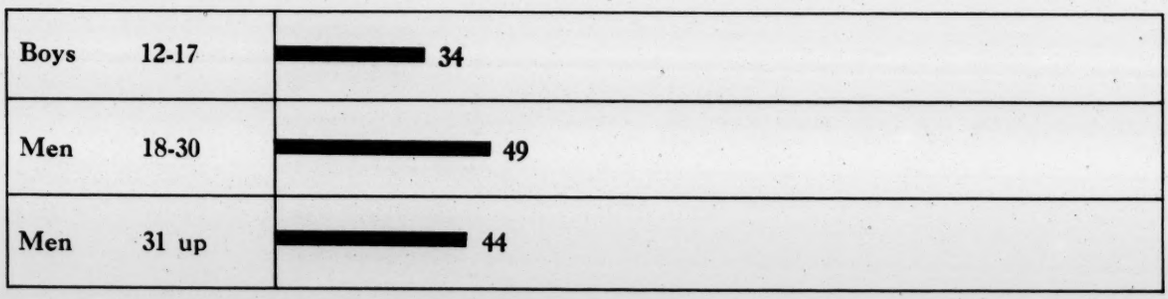
RANK. 48TH

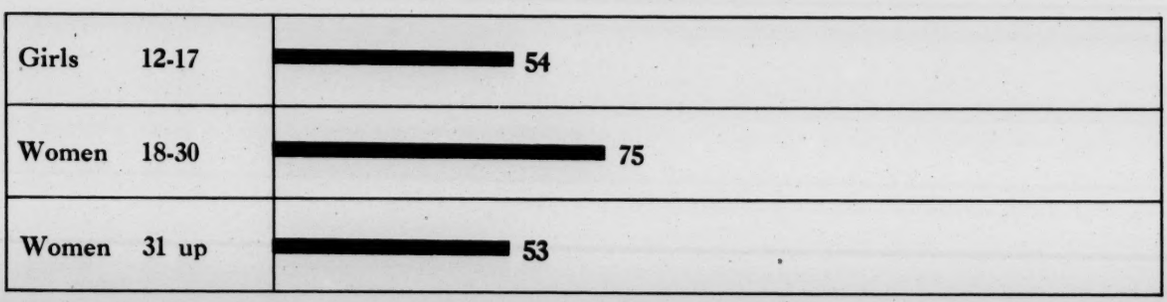


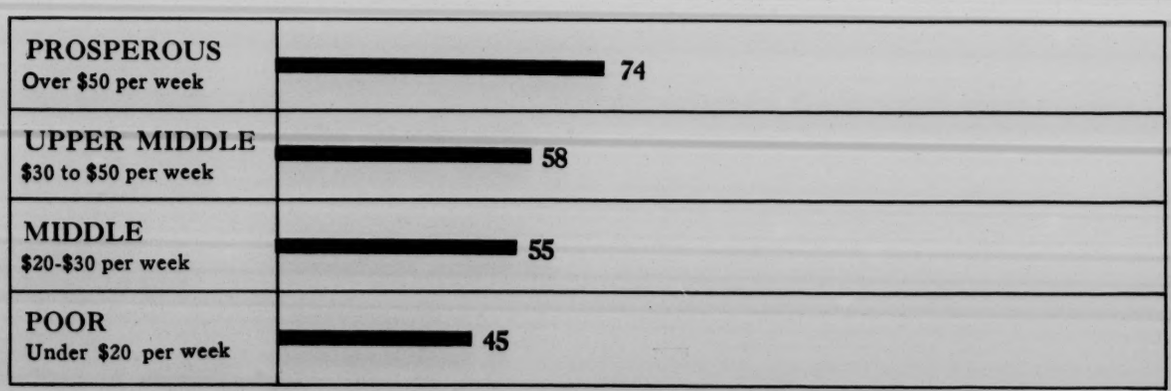
LOMBARD, Carole

February—April 1941



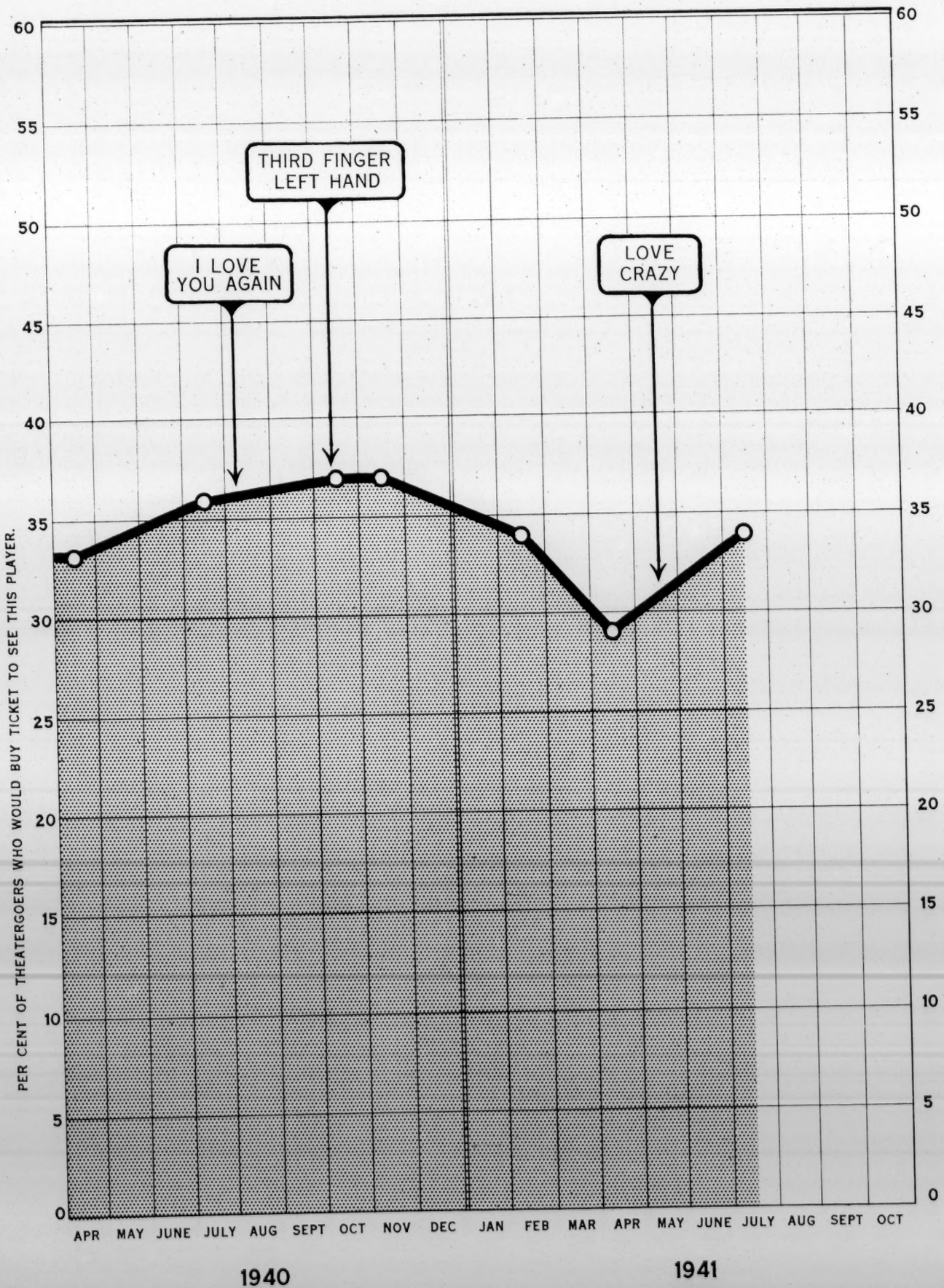






LOY, MYRNA

RANK, 10TH



LOY, Myrna

February—April 1941

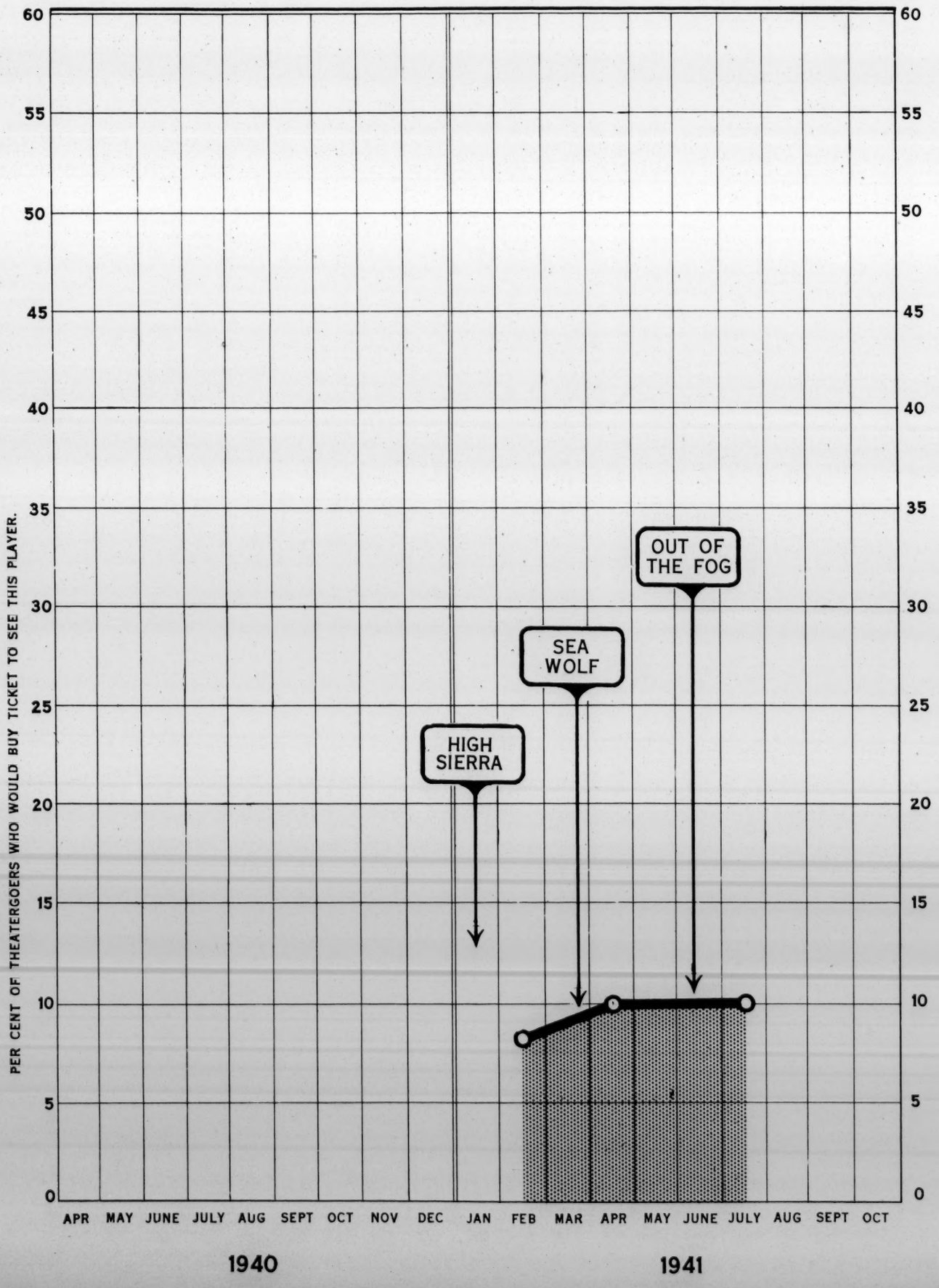
MALES	74
FEMALES	100

Boys 12-17	39
Men 18-30	76
Men 31 up	98

Girls 12-17	57
Women 18-30	104
Women 31 up	124

PROSPEROUS Over $50 per week	98
UPPER MIDDLE $30 to $50 per week	97
MIDDLE $20-$30 per week	87
POOR Under $20 per week	63

LUPINO. IDA
RANK. 86TH



LUPINO, Ida

February—April 1941

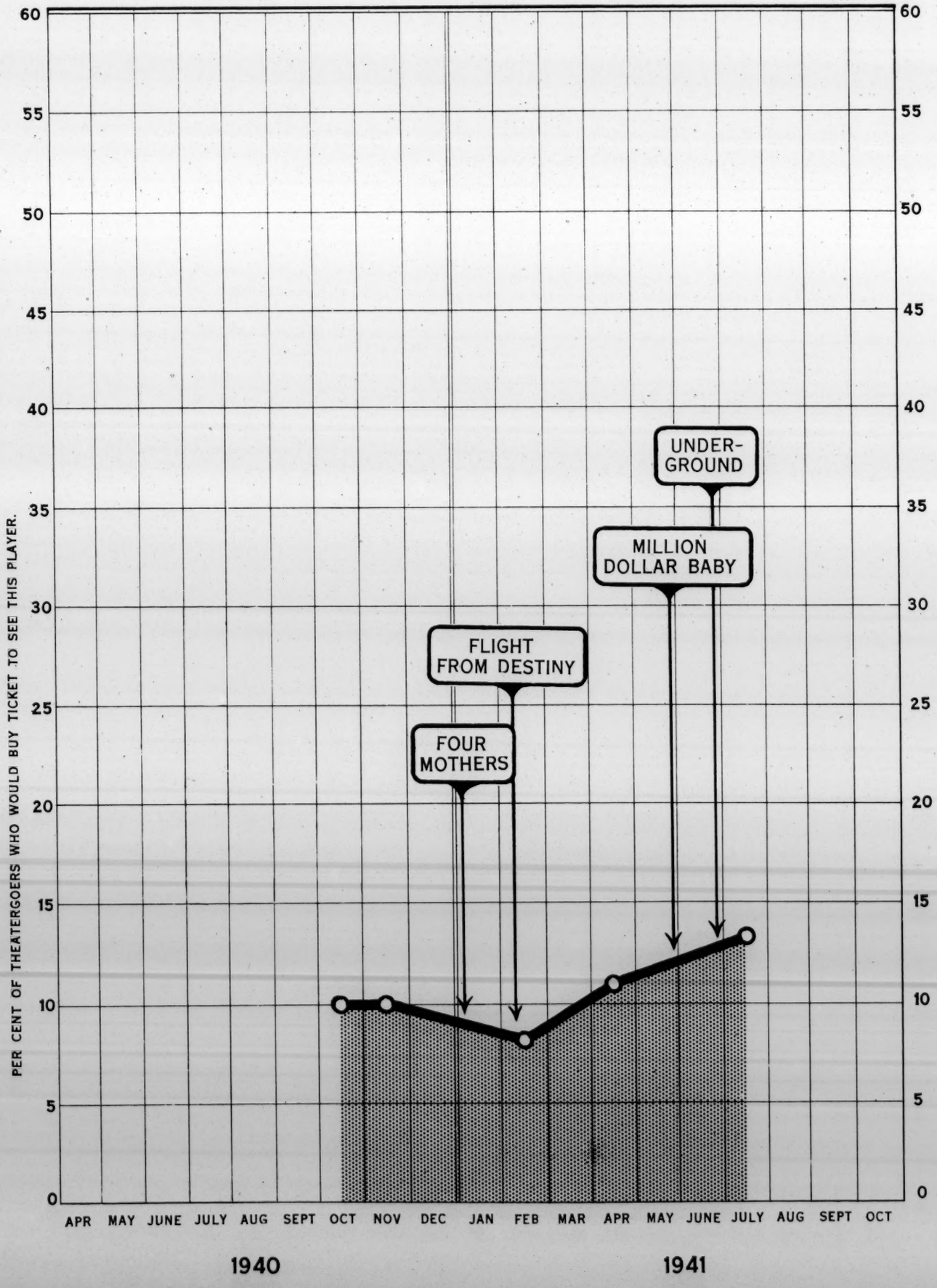
MALES	20
FEMALES	29

Boys 12-17	15
Men 18-30	22
Men 31 up	20

Girls 12-17	38
Women 18-30	31
Women 31 up	17

PROSPEROUS Over $50 per week	26
UPPER MIDDLE $30 to $50 per week	23
MIDDLE $20-$30 per week	28
POOR Under $20 per week	19

LYNN. JEFFREY
RANK. 68TH



LYNN, Jeffrey

February—April 1941

MALES	17
FEMALES	36

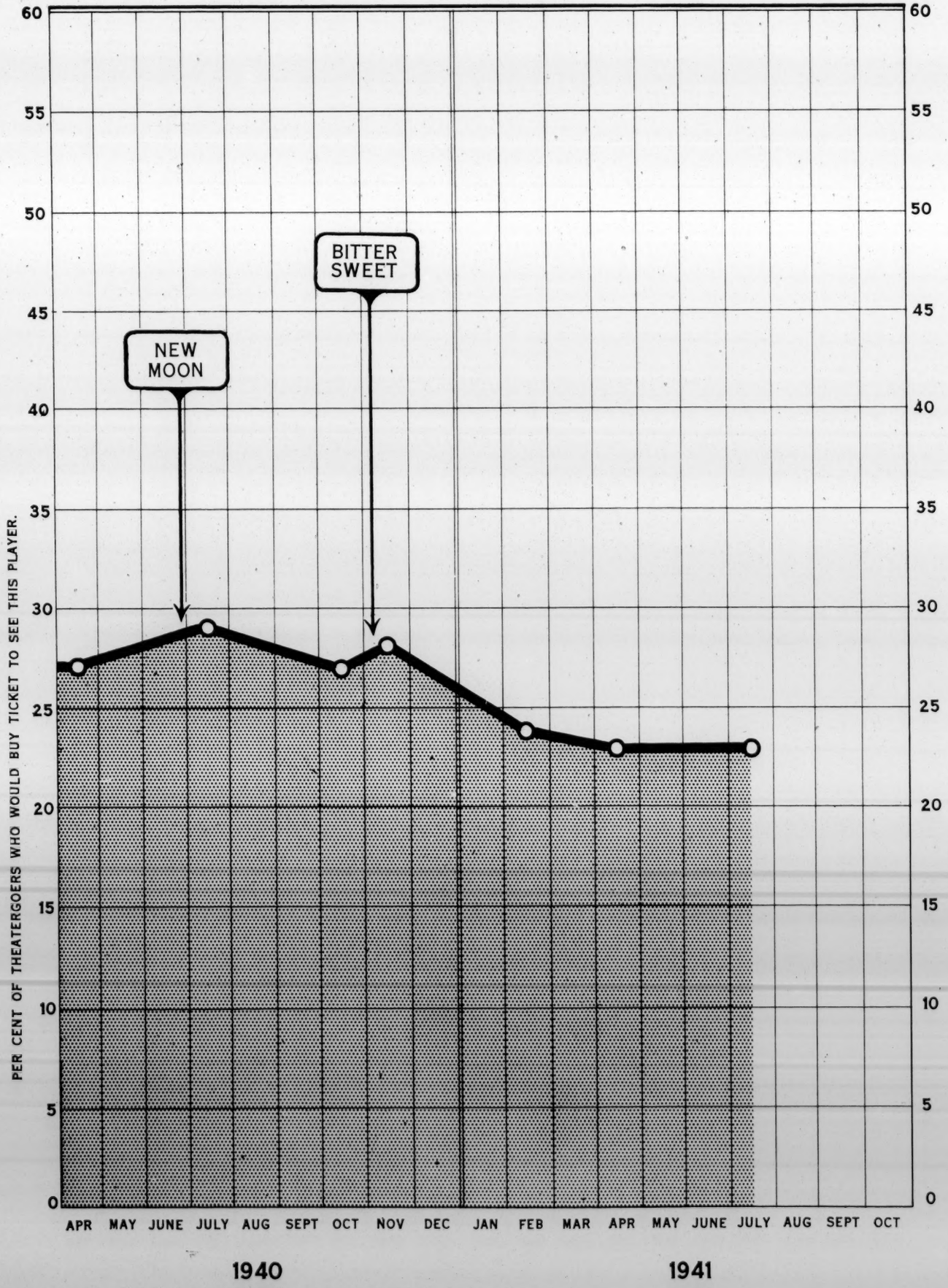
Boys 12-17	24
Men 18-30	17
Men 31 up	11

Girls 12-17	41
Women 18-30	39
Women 31 up	21

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	32
POOR Under $20 per week	29

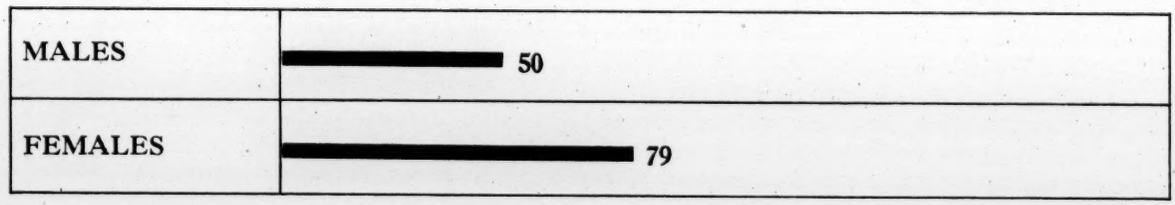
MACDONALD. JEANETTE

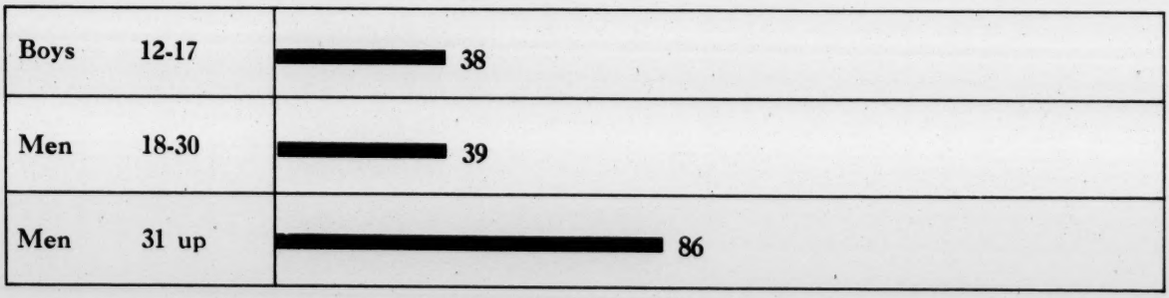
RANK. 30TH

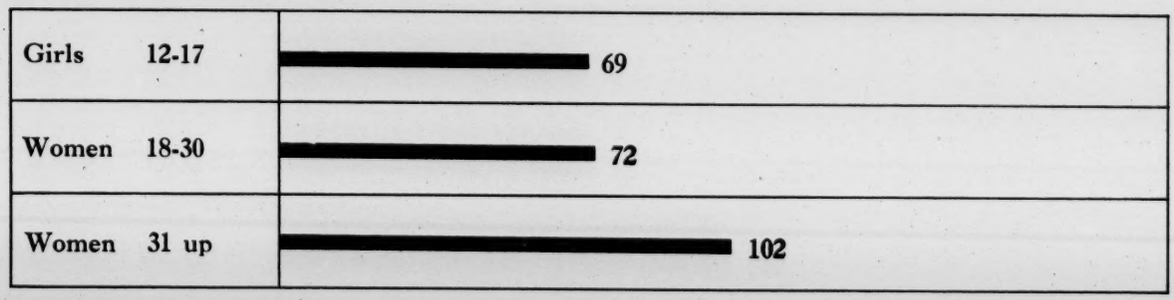


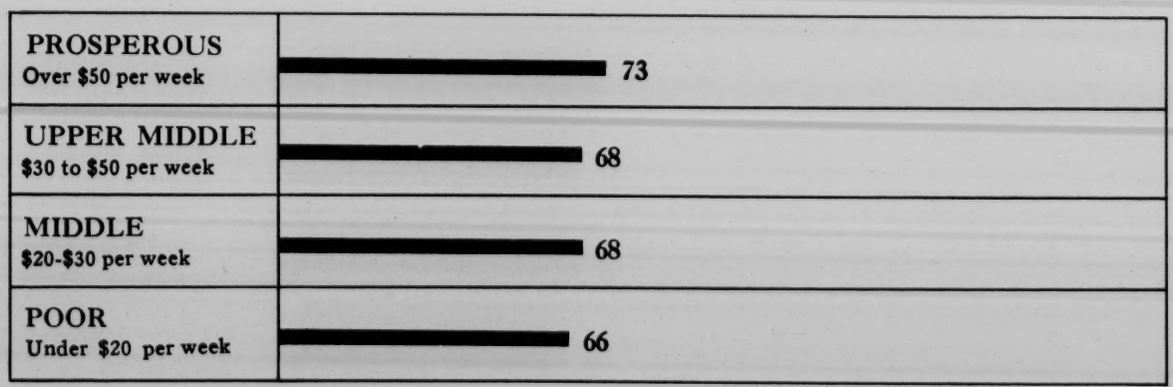
MacDONALD, Jeanette

February—April 1941



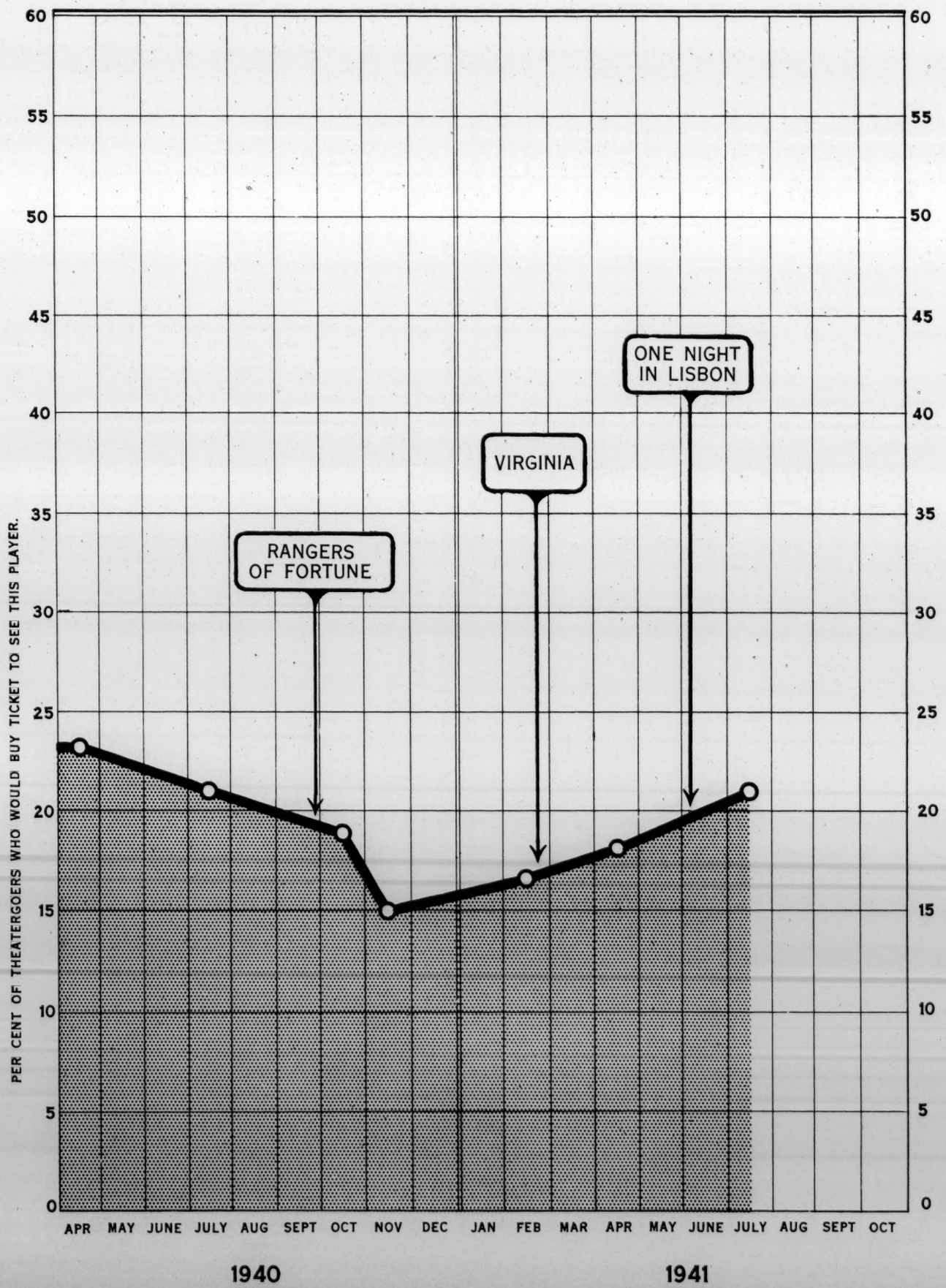






MACMURRAY. FRED

RANK. 41ST



MacMURRAY, Fred

February—April 1941

MALES	56
FEMALES	45

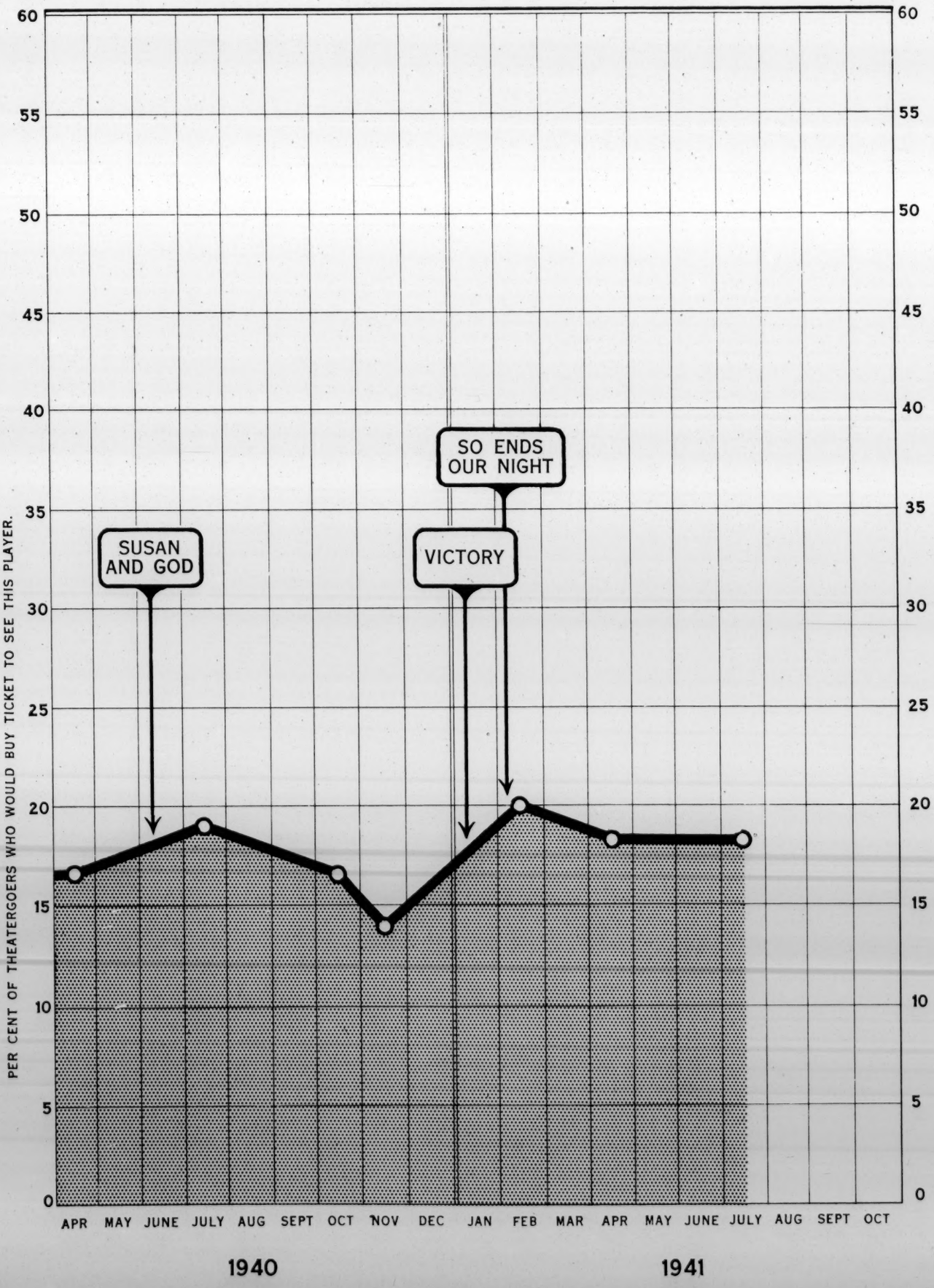
Boys 12-17	55
Men 18-30	63
Men 31 up	44

Girls 12-17	47
Women 18-30	46
Women 31 up	42

PROSPEROUS Over $50 per week	43
UPPER MIDDLE $30 to $50 per week	48
MIDDLE $20-$30 per week	49
POOR Under $20 per week	52

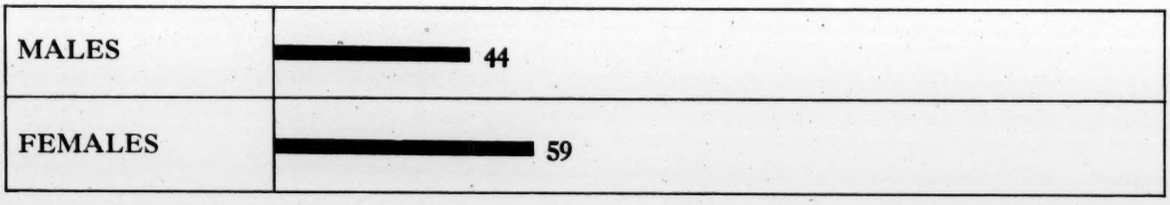
MARCH. FREDRIC

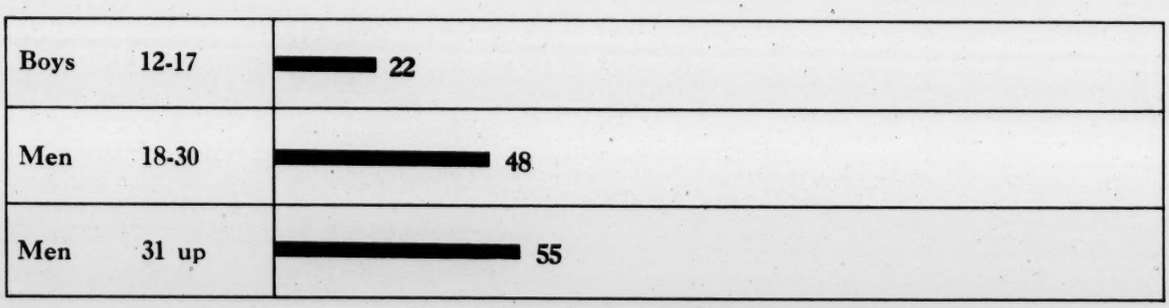
RANK. 51ST

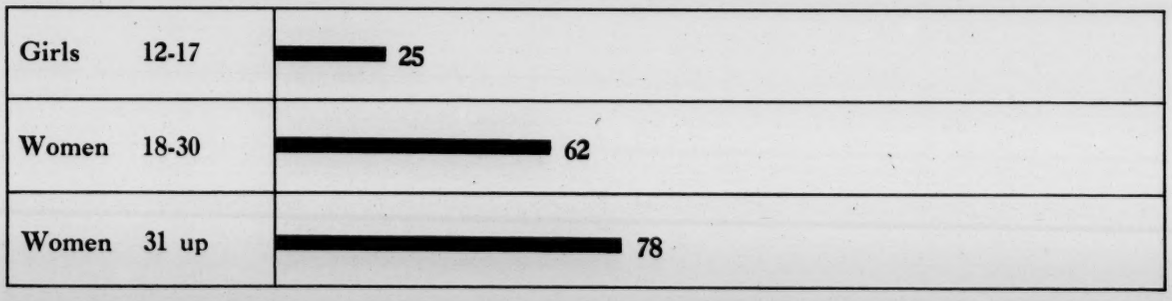


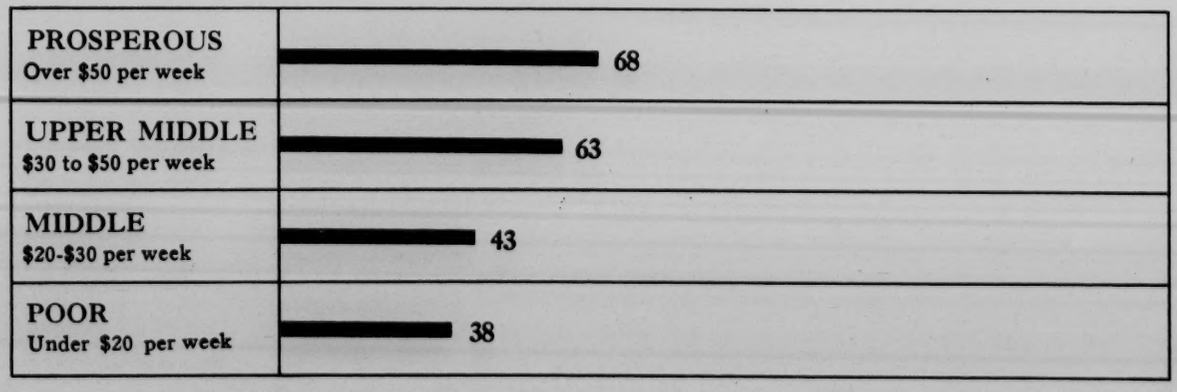
MARCH, Fredric

February—April 1941



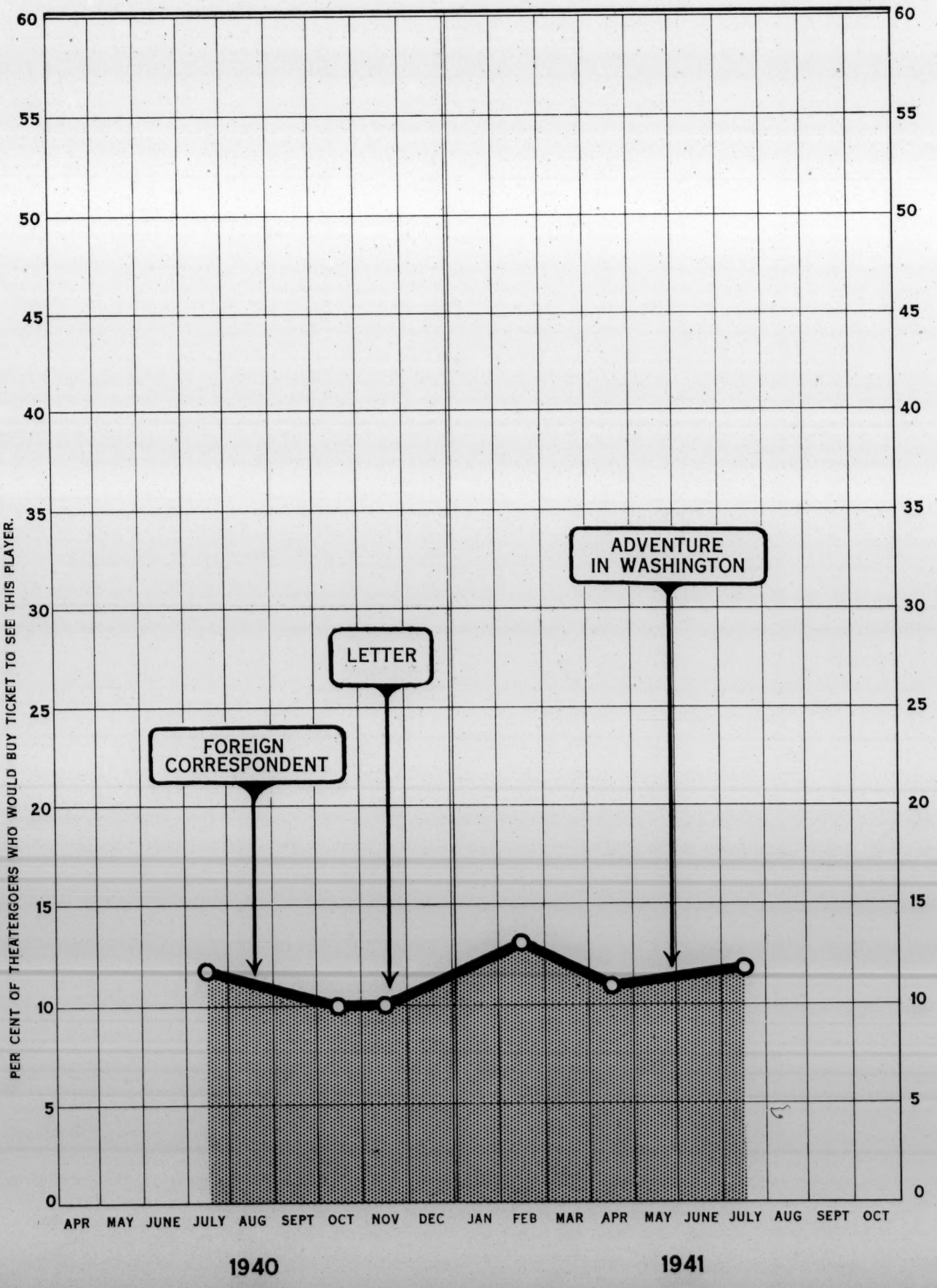






MARSHALL. HERBERT

RANK. 73RD



MARSHALL, Herbert

February—April 1941

MALES	22
FEMALES	41

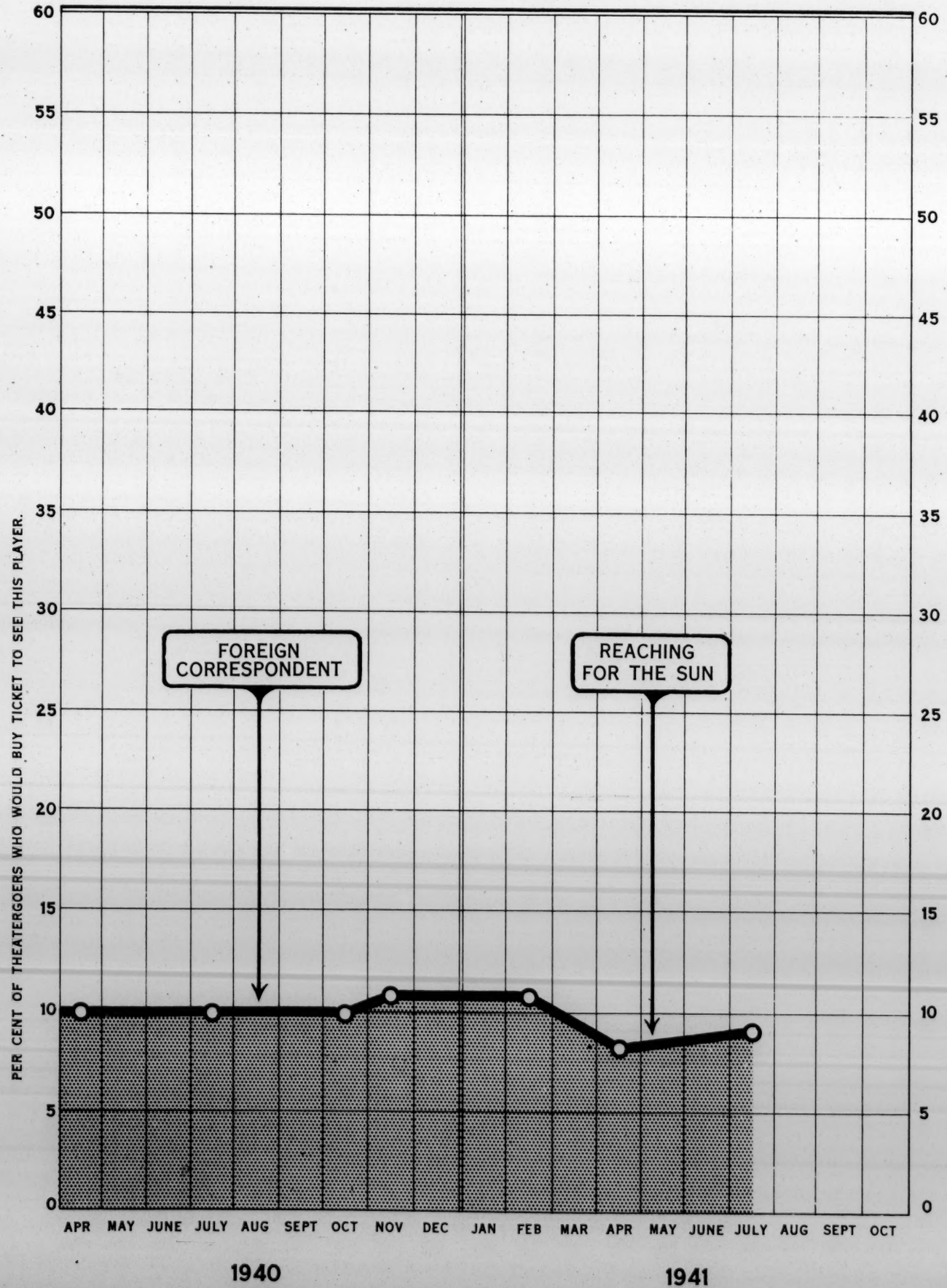
Boys 12-17	12
Men 18-30	20
Men 31 up	35

Girls 12-17	20
Women 18-30	39
Women 31 up	64

PROSPEROUS Over $50 per week	47
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	31
POOR Under $20 per week	26

McCREA. JOEL

RANK. 87TH



McCREA, Joel

February—April 1941

MALES	31
FEMALES	23

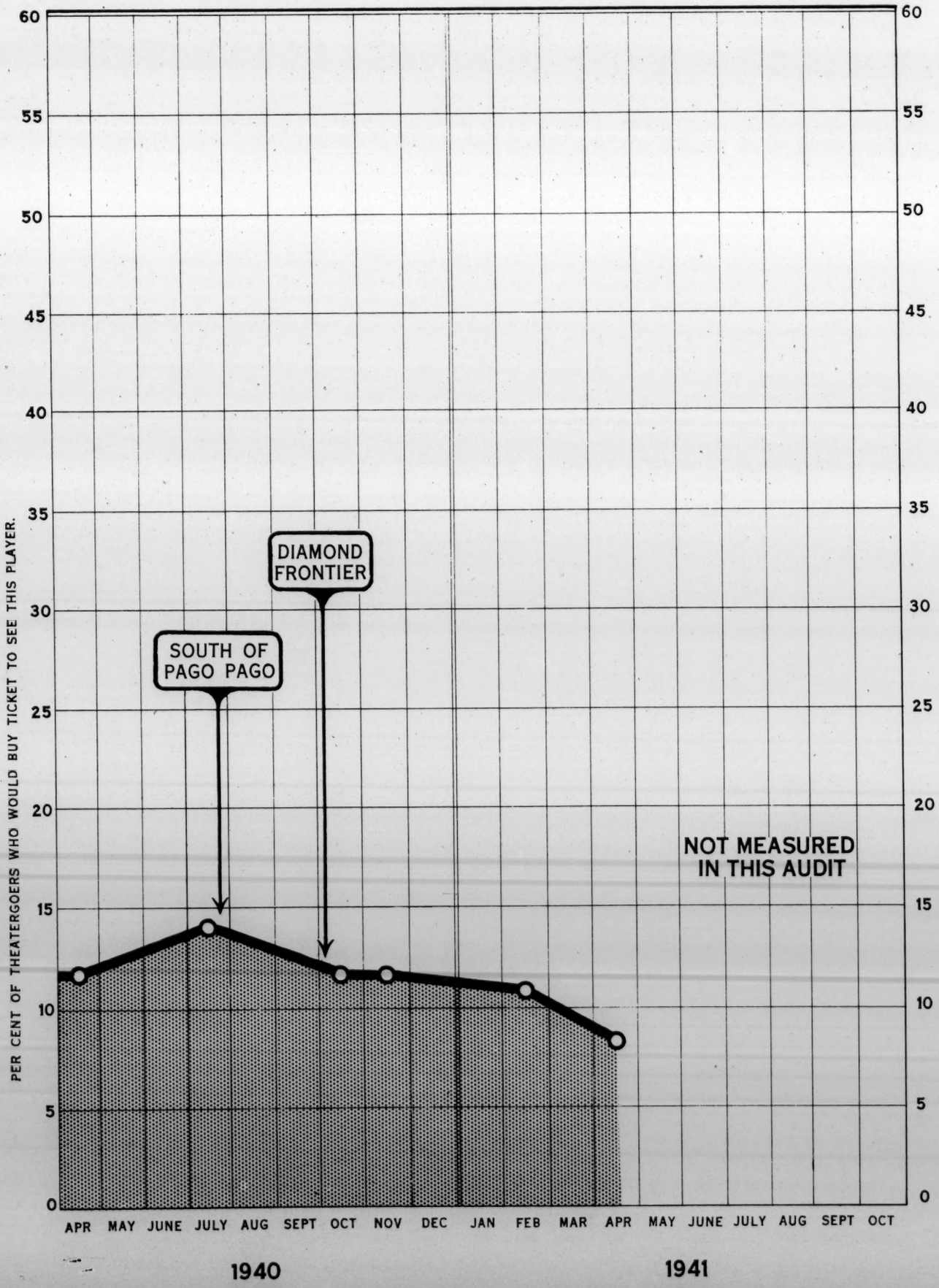
Boys 12-17	31
Men 18-30	35
Men 31 up	25

Girls 12-17	24
Women 18-30	26
Women 31 up	16

PROSPEROUS Over $50 per week	19
UPPER MIDDLE $30 to $50 per week	31
MIDDLE $20-$30 per week	21
POOR Under $20 per week	31

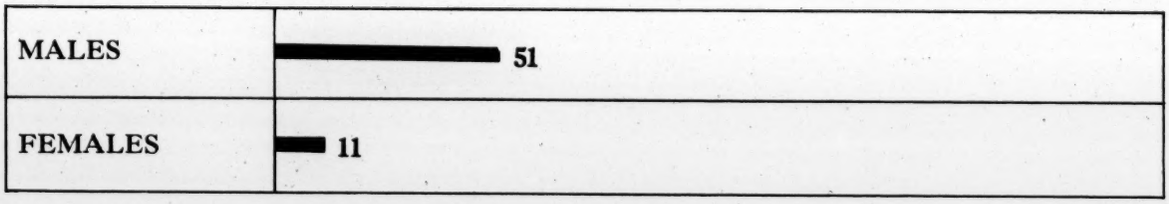
McLAGLEN, VICTOR

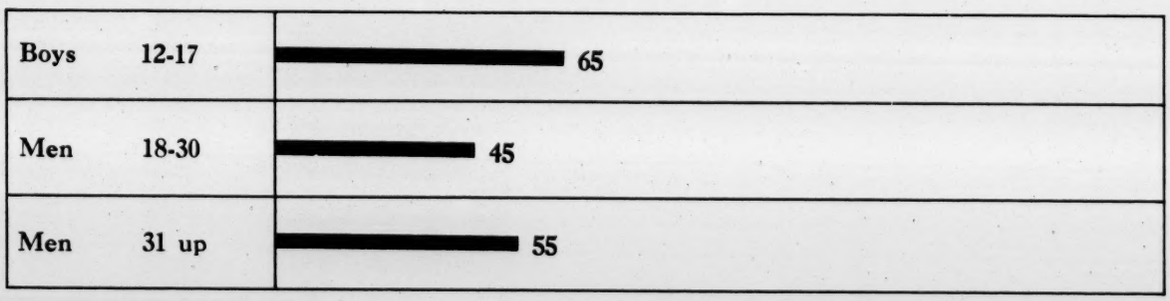
RANK, 89TH *In Sixth Audit*

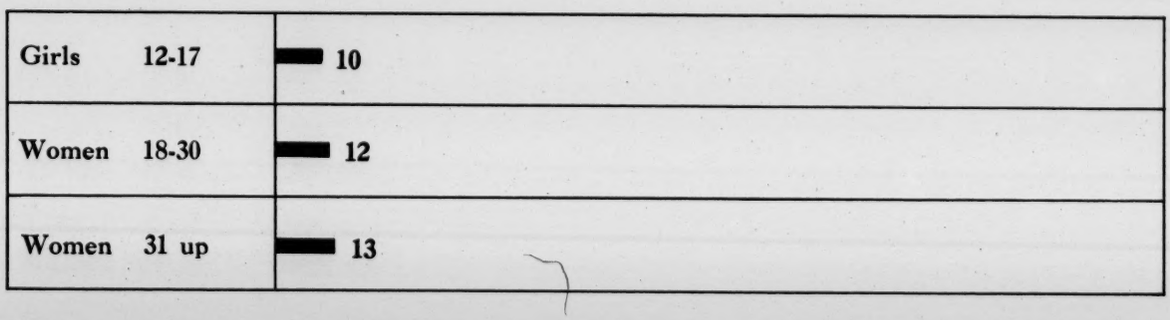


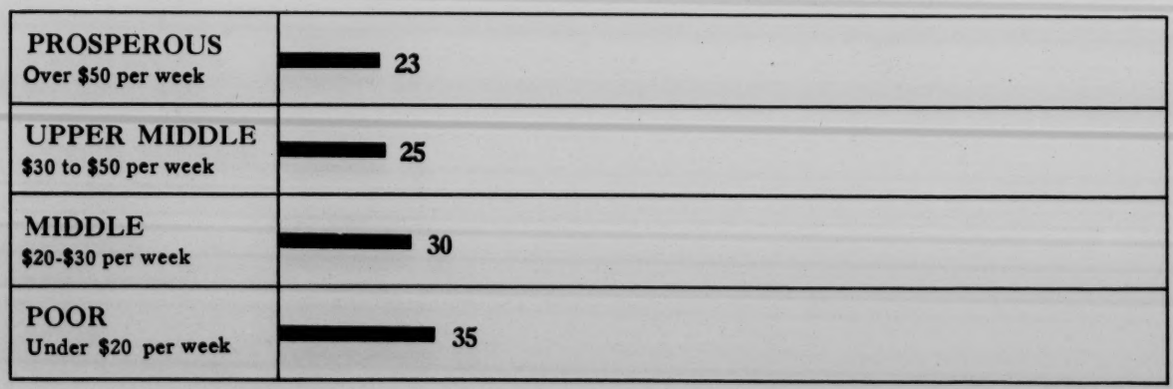
McLAGLEN, Victor

February—April 1941

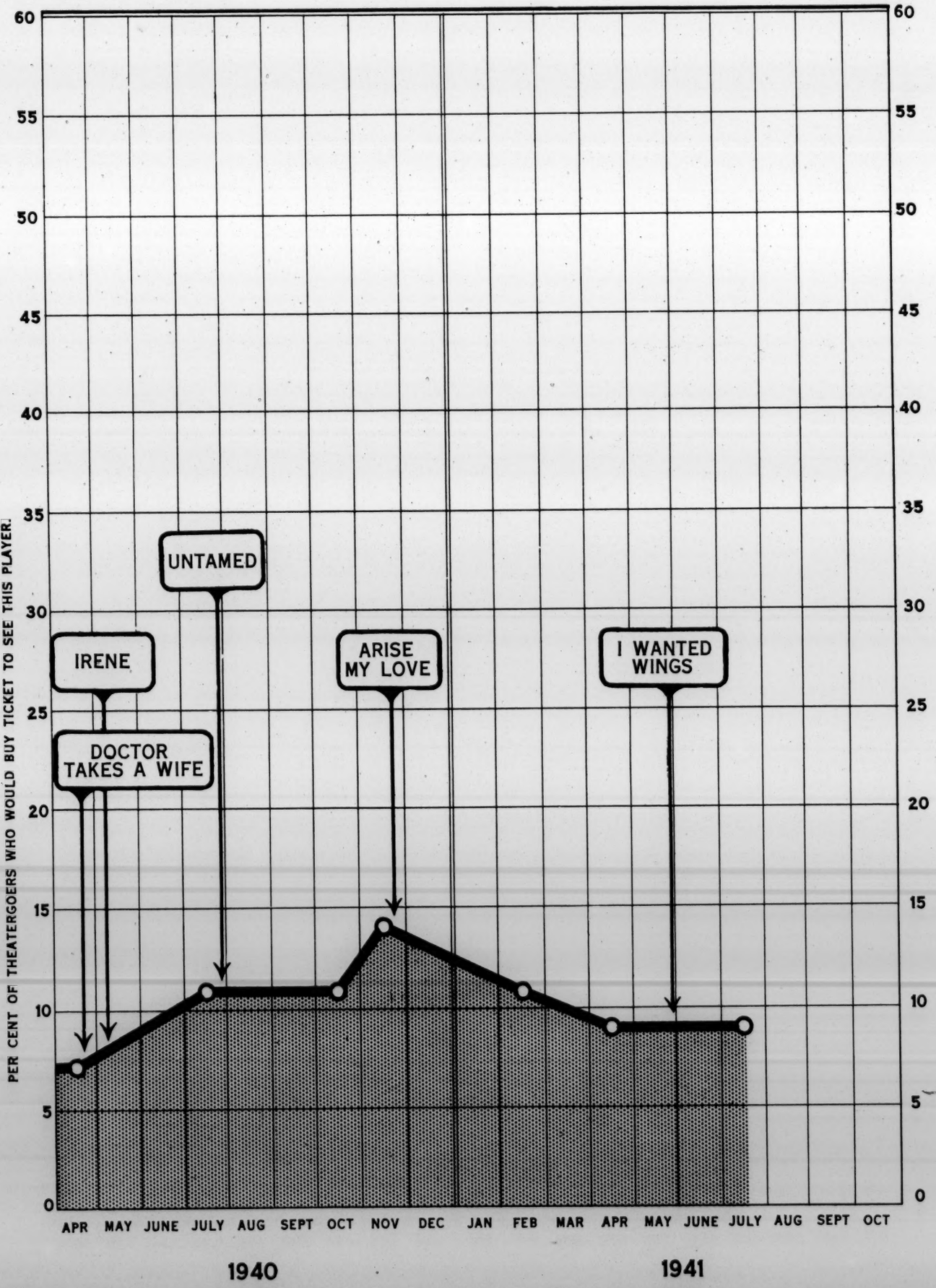








MILLAND. RAY
RANK. 89TH



MILLAND, Ray

February—April 1941

MALES	20
FEMALES	34

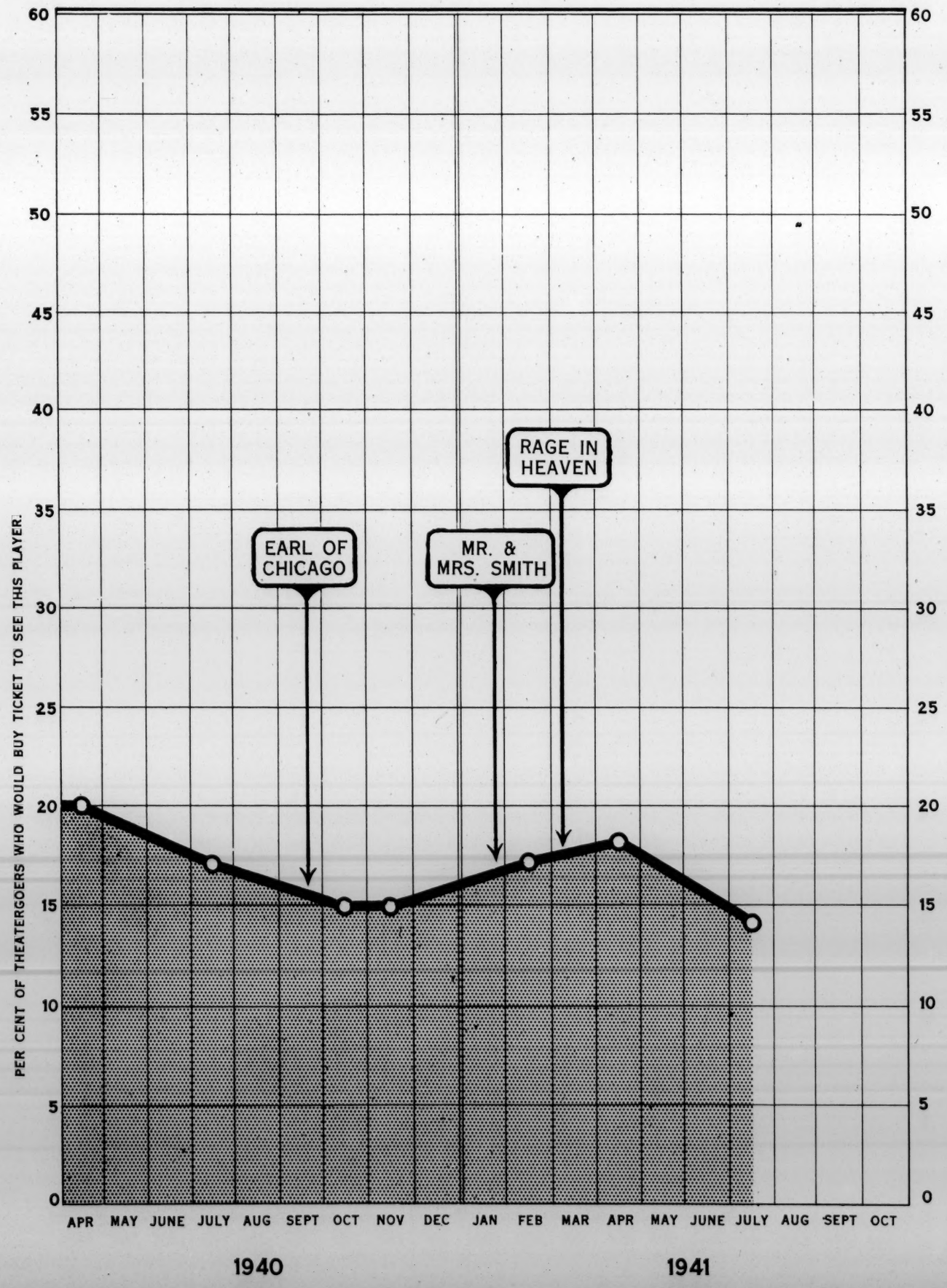
Boys 12-17	29
Men 18-30	21
Men 31 up	11

Girls 12-17	51
Women 18-30	34
Women 31 up	19

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	25
MIDDLE $20-$30 per week	31
POOR Under $20 per week	34

MONTGOMERY, ROBERT

RANK. 56TH



MONTGOMERY, Robert

February—April 1941

MALES	47
FEMALES	52

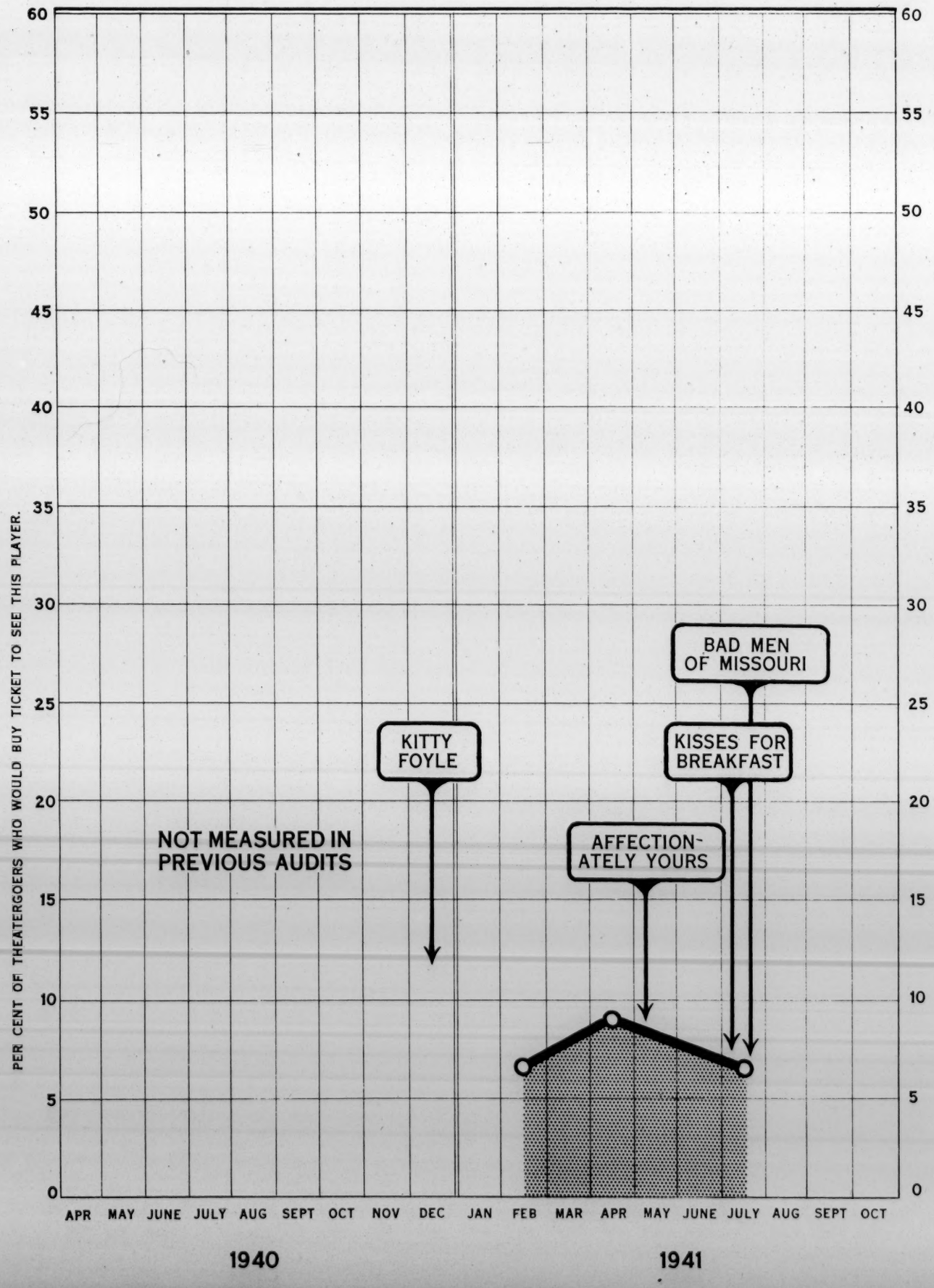
Boys 12-17	21
Men 18-30	55
Men 31 up	52

Girls 12-17	22
Women 18-30	57
Women 31 up	67

PROSPEROUS Over $50 per week	55
UPPER MIDDLE $30 to $50 per week	54
MIDDLE $20-$30 per week	49
POOR Under $20 per week	35

MORGAN. DENNIS

RANK. 95TH



MORGAN, Dennis

February—April 1941

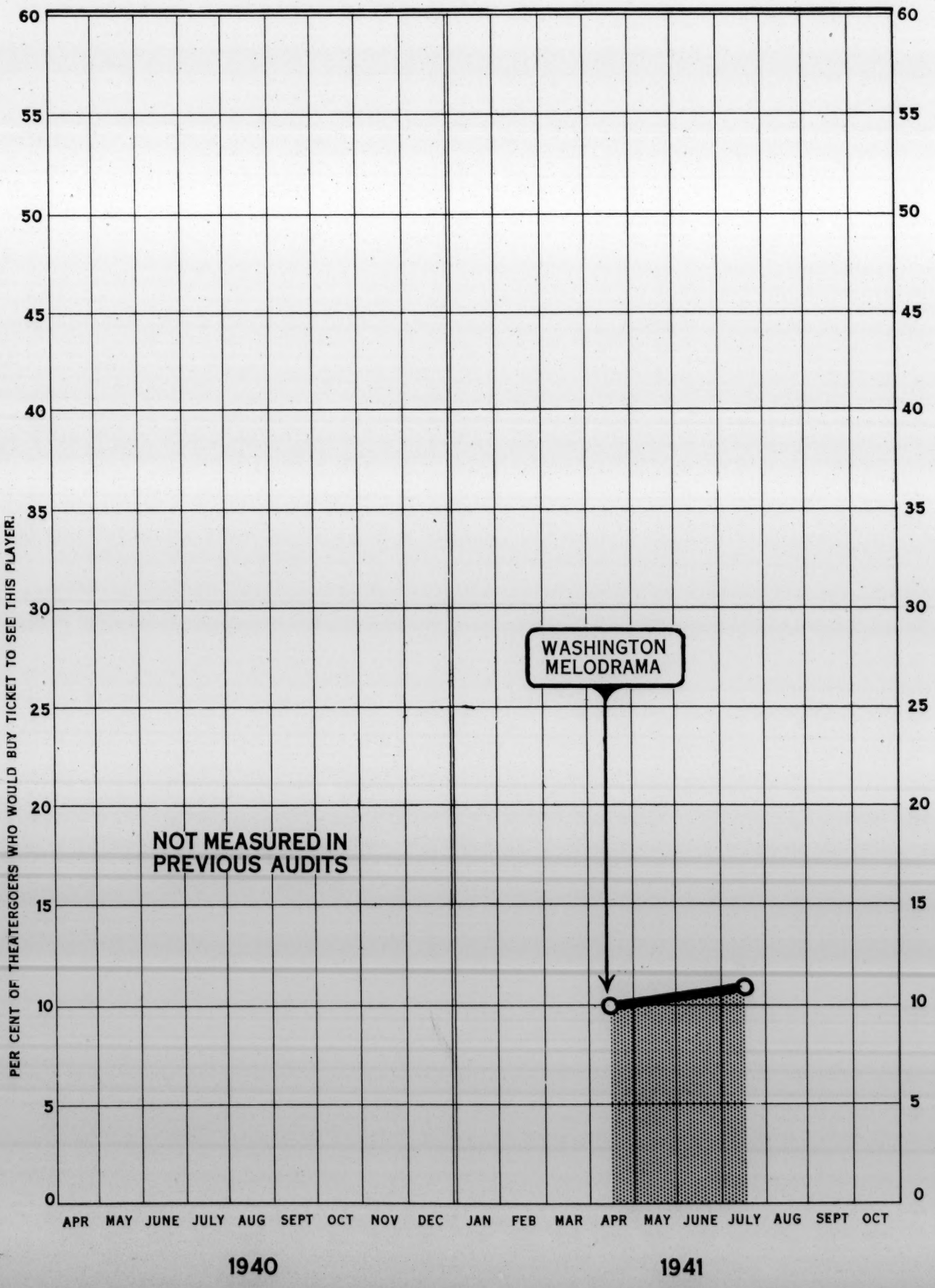
MALES	13
FEMALES	29

Boys 12-17	14
Men 18-30	14
Men 31 up	10

Girls 12-17	43
Women 18-30	31
Women 31 up	10

PROSPEROUS Over $50 per week	19
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	25
POOR Under $20 per week	19

MORGAN. FRANK
RANK. 77TH



MORGAN, Frank

February—April 1941

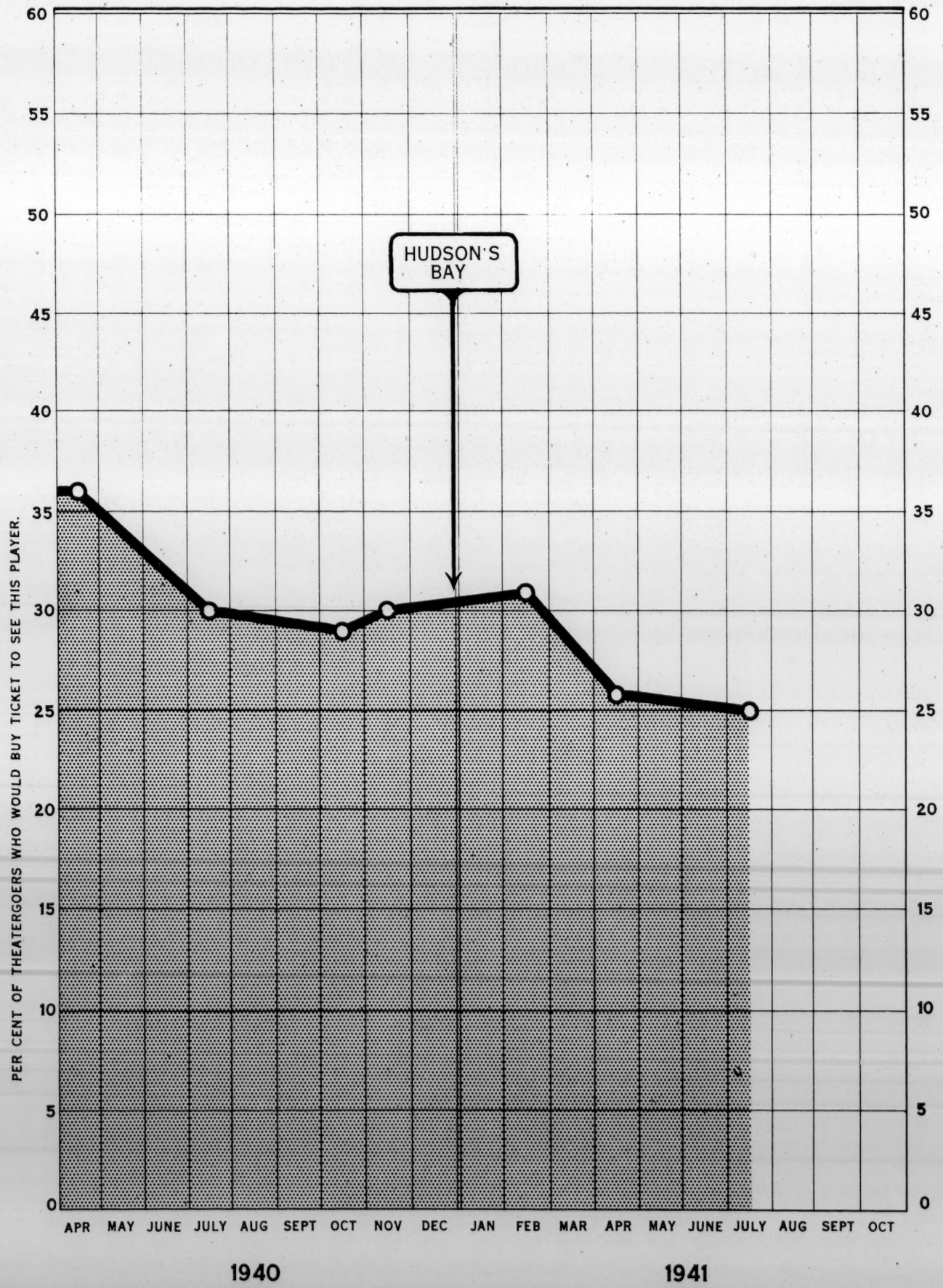
MALES	35
FEMALES	25

Boys 12-17	14
Men 18-30	30
Men 31 up	55

Girls 12-17	14
Women 18-30	23
Women 31 up	38

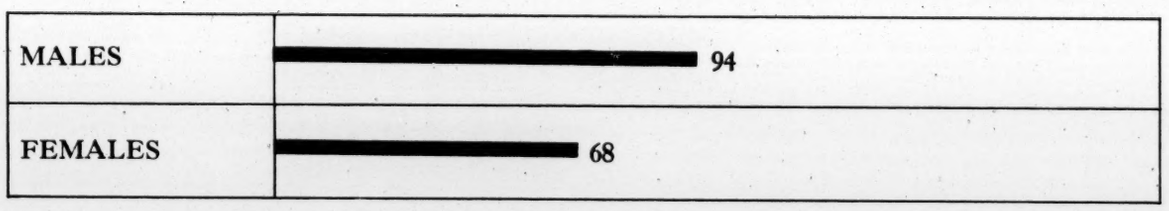
PROSPEROUS Over $50 per week	38
UPPER MIDDLE $30 to $50 per week	28
MIDDLE $20-$30 per week	31
POOR Under $20 per week	21

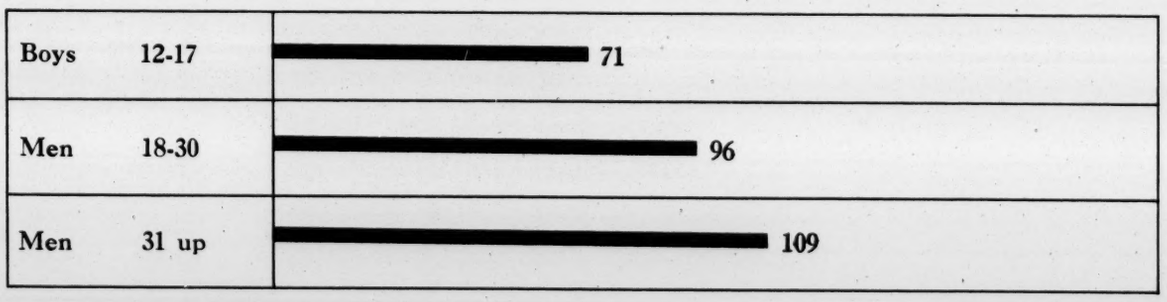
MUNI. PAUL
RANK. 23RD

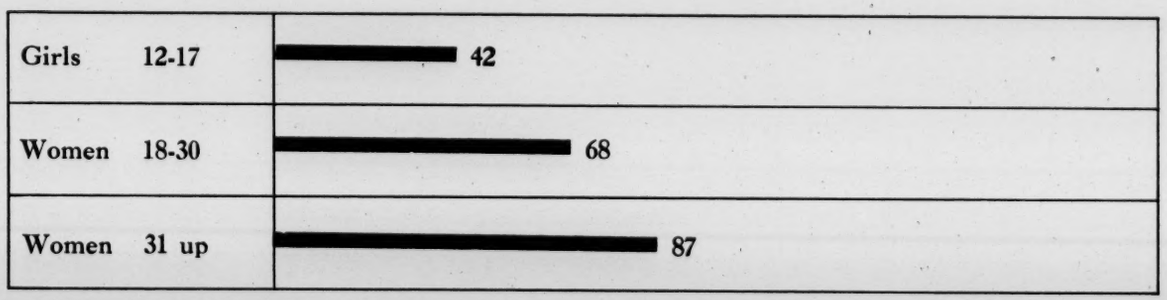


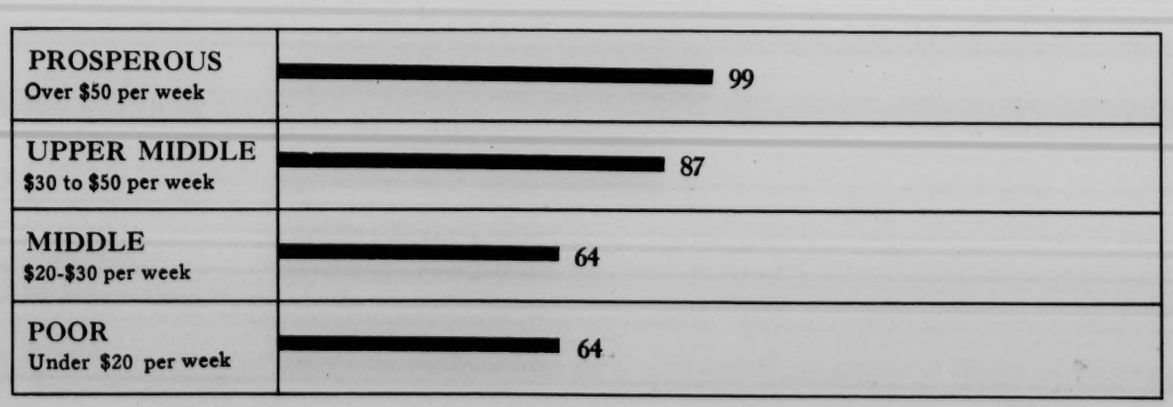
MUNI, Paul

February—April 1941

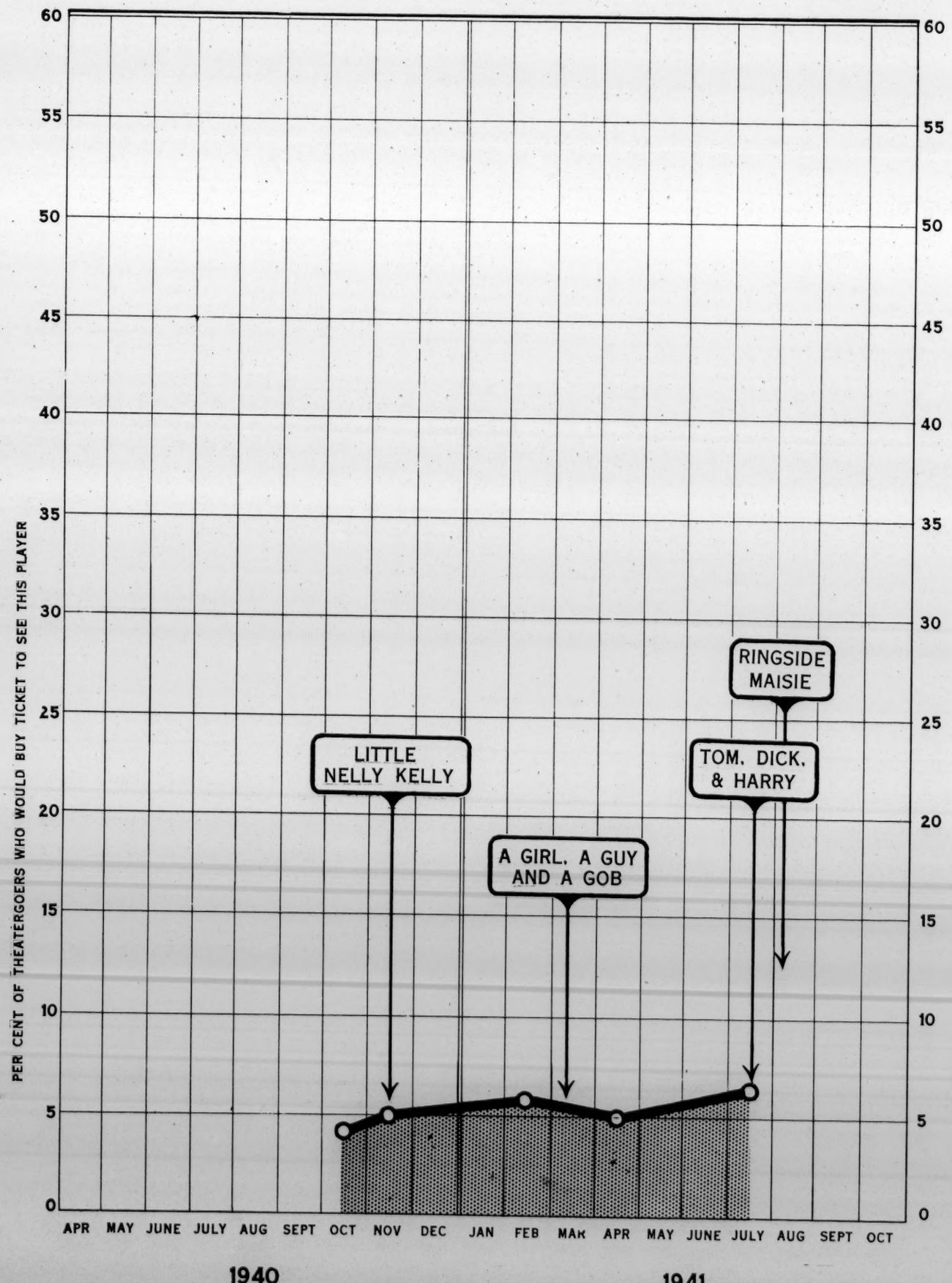








MURPHY. GEORGE
RANK. 93RD



MURPHY, George

February—April 1941

MALES	15
FEMALES	16

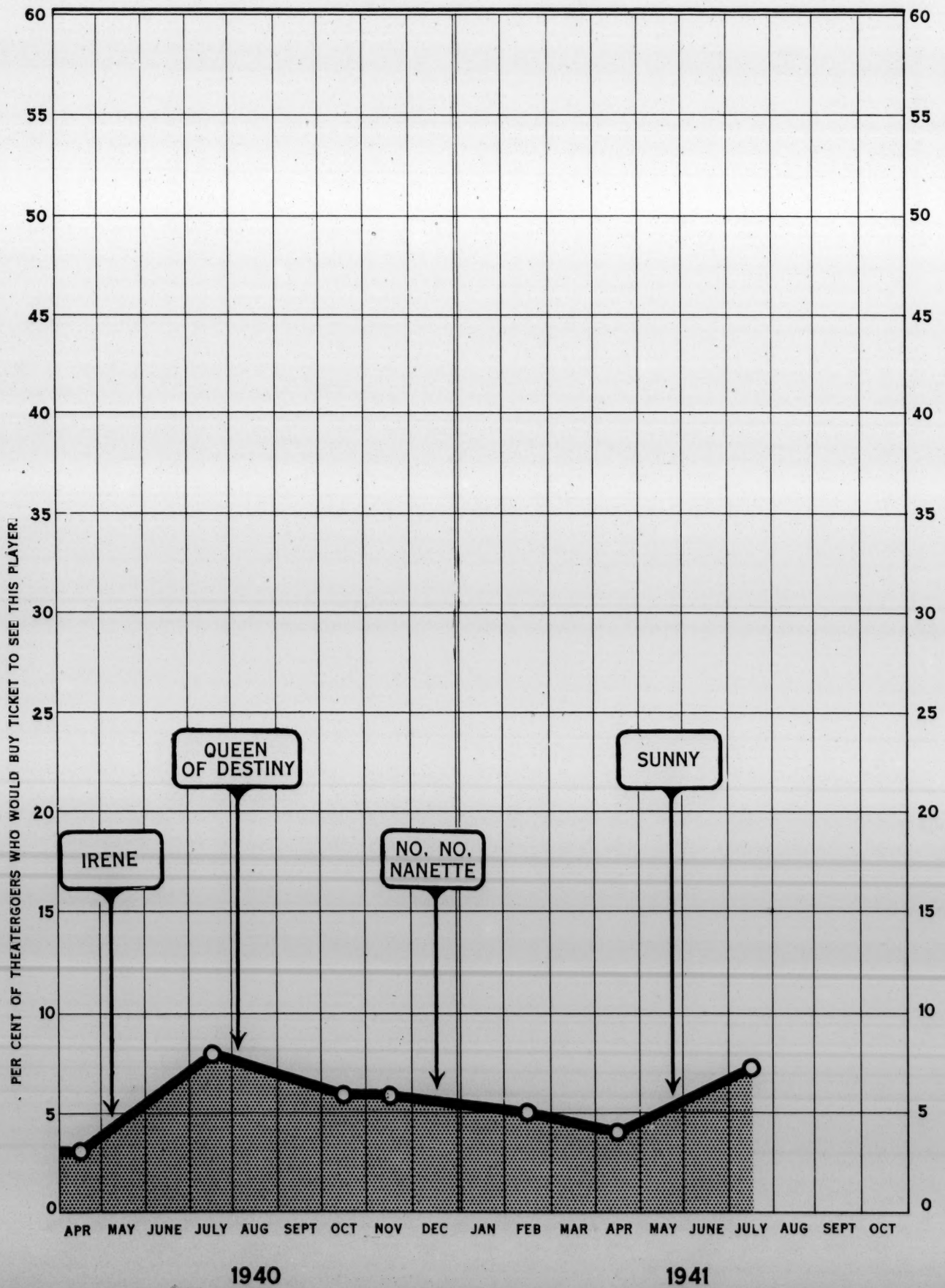
Boys	12-17	14
Men	18-30	17
Men	31 up	8

Girls	12-17	24
Women	18-30	17
Women	31 up	9

PROSPEROUS Over $50 per week	10
UPPER MIDDLE $30 to $50 per week	13
MIDDLE $20-$30 per week	17
POOR Under $20 per week	18

NEAGLE. ANNA

RANK. 99TH



NEAGLE, Anna

February—April 1941

MALES	9
FEMALES	16

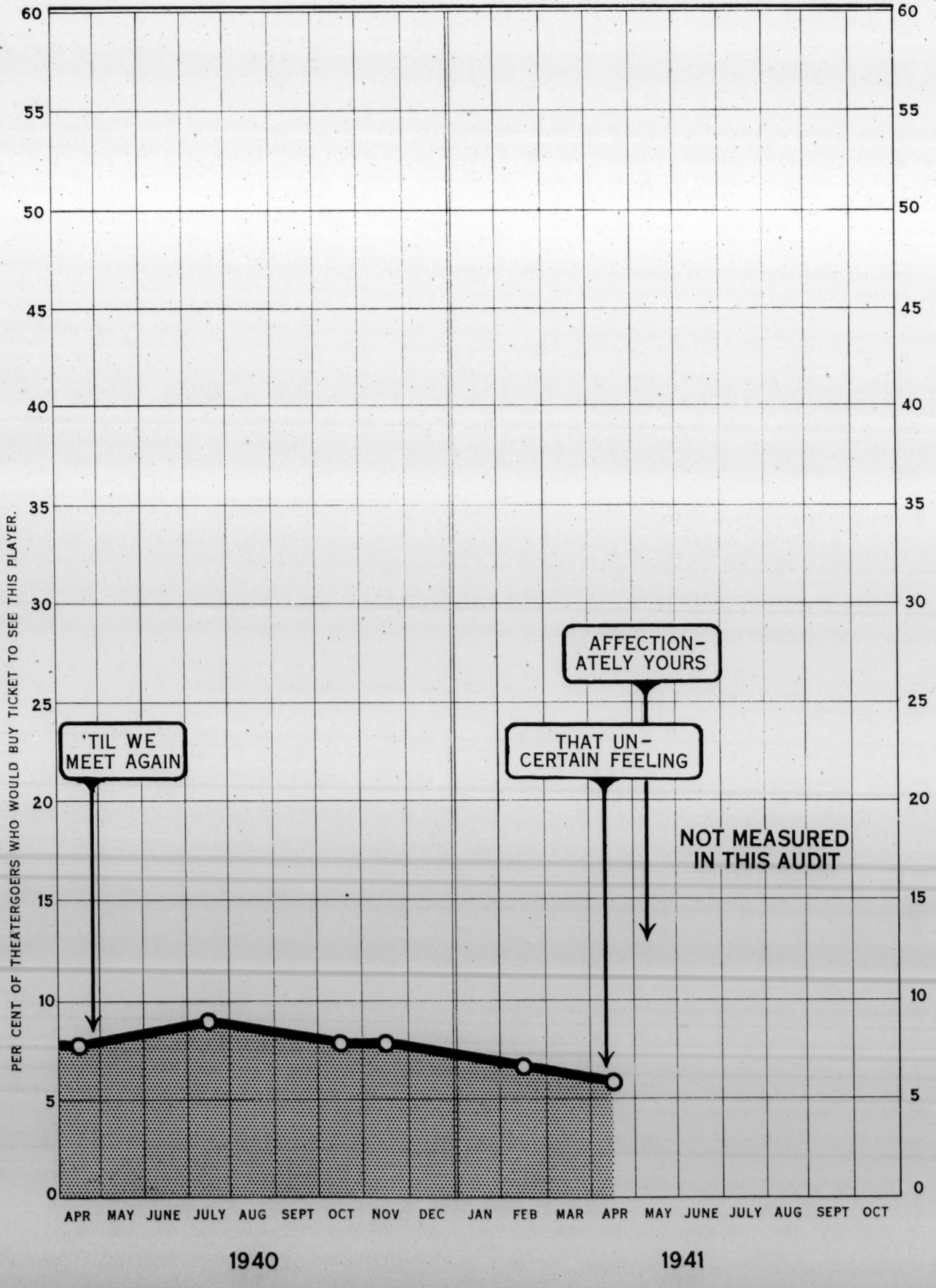
Boys 12-17	9
Men 18-30	11
Men 31 up	7

Girls 12-17	28
Women 18-30	13
Women 31 up	13

PROSPEROUS Over $50 per week	16
UPPER MIDDLE $30 to $50 per week	14
MIDDLE $20-$30 per week	11
POOR Under $20 per week	10

OBERON, MERLE

RANK, 104TH *In Sixth Audit*



OBERON, Merle

February—April 1941

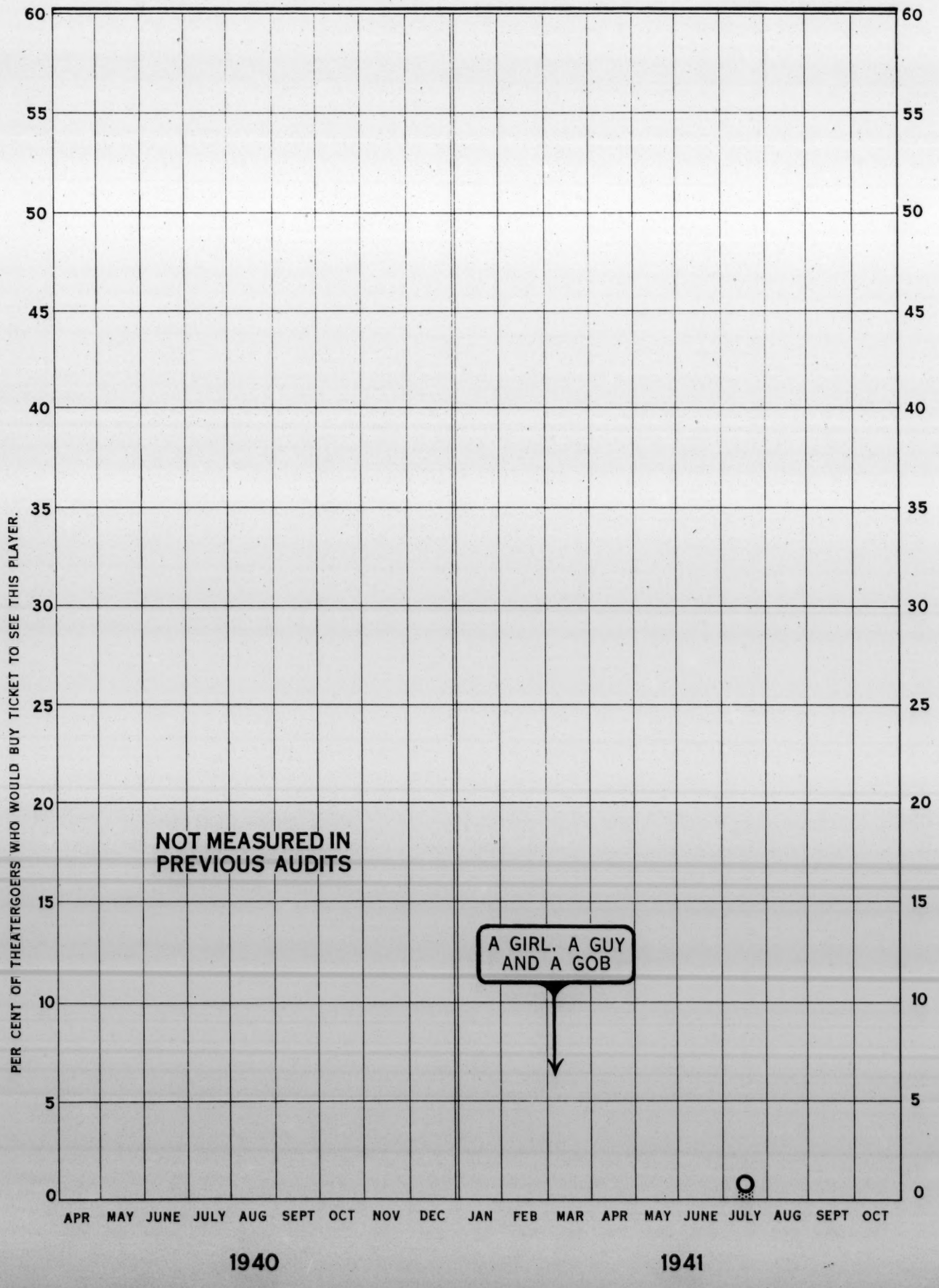
MALES	11
FEMALES	22

Boys 12-17	9
Men 18-30	14
Men 31 up	8

Girls 12-17	8
Women 18-30	28
Women 31 up	21

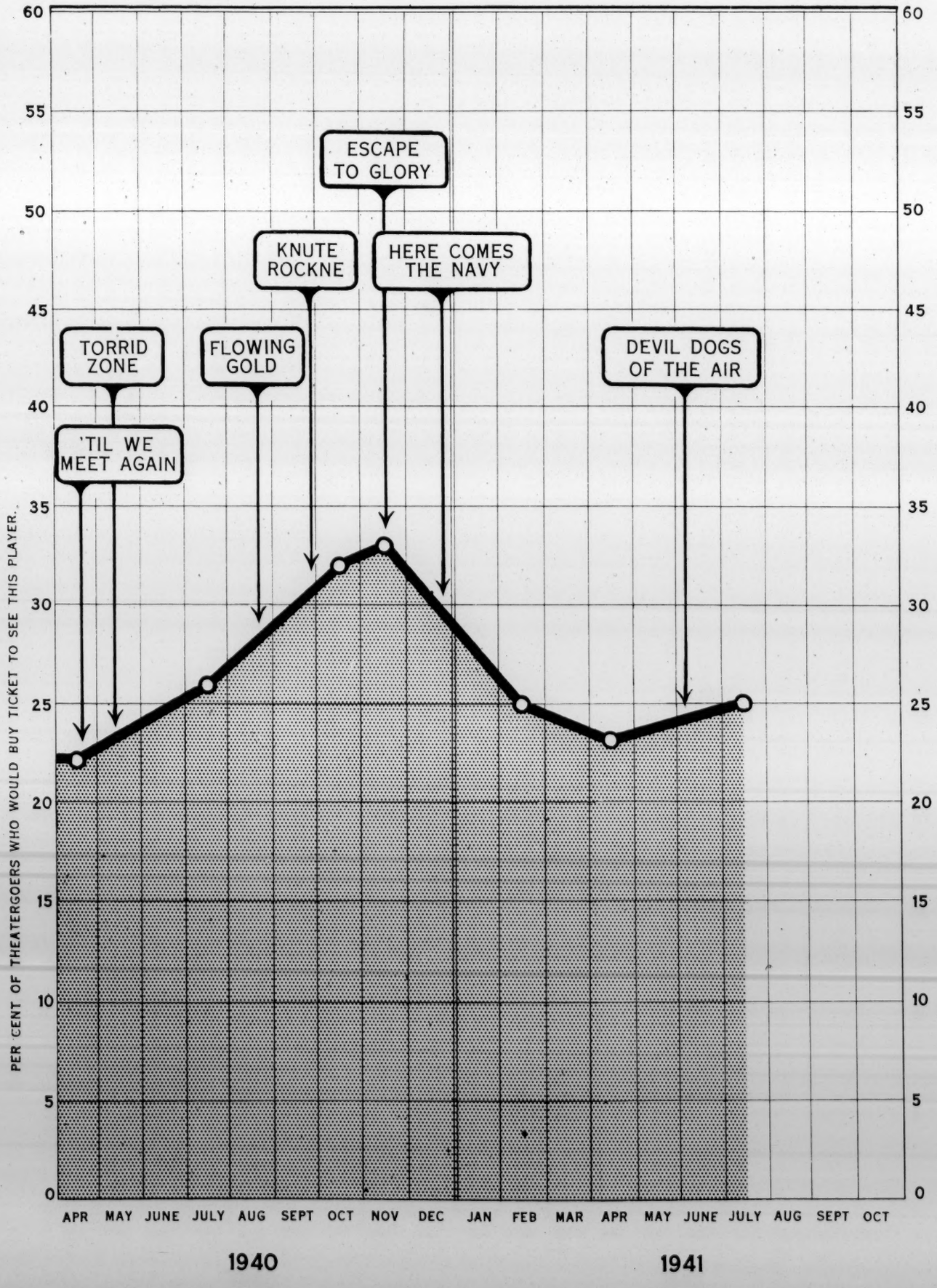
PROSPEROUS Over $50 per week	17
UPPER MIDDLE $30 to $50 per week	24
MIDDLE $20-$30 per week	16
POOR Under $20 per week	8

O'BRIEN. EDMOND
RANK. 113TH



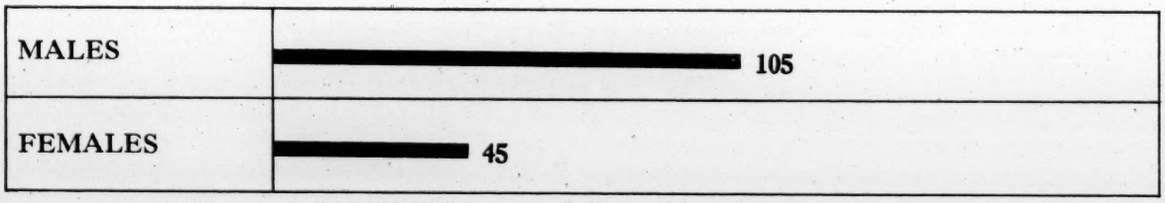
O'BRIEN. PAT

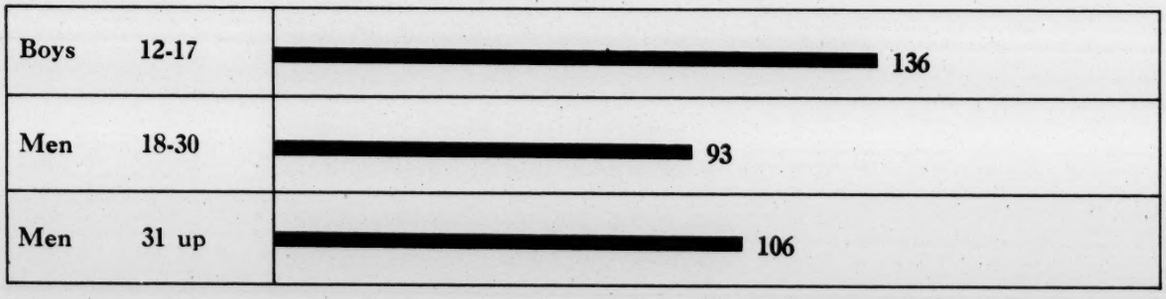
RANK. 25TH

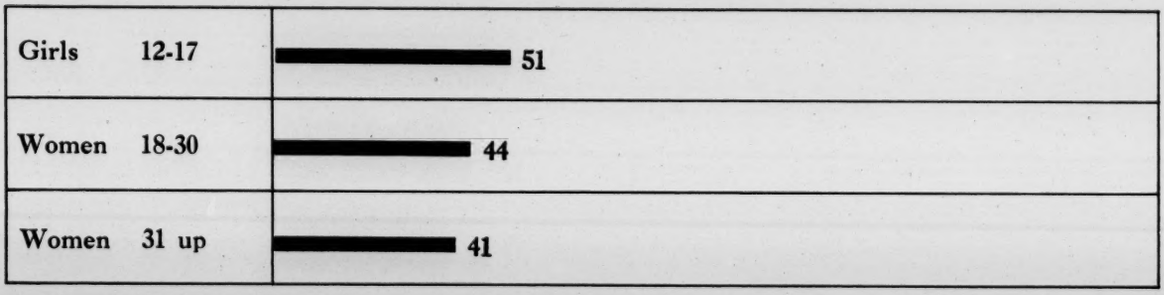


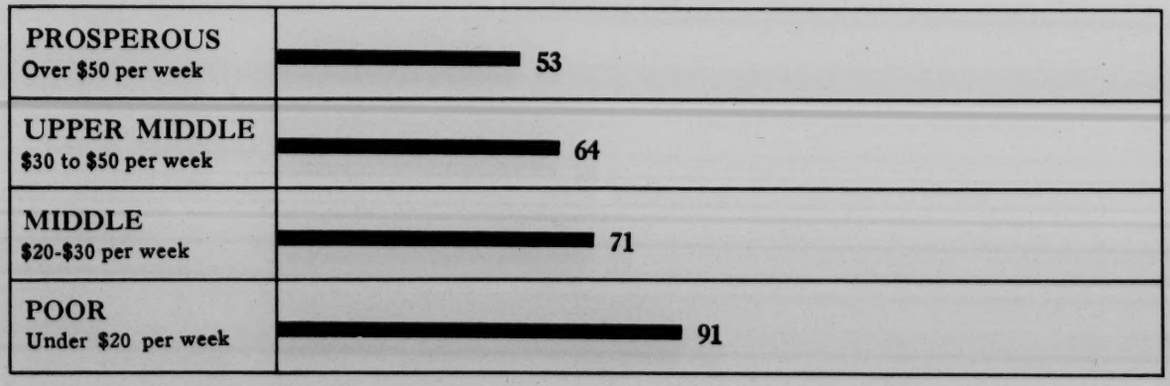
O'BRIEN, Pat

February—April 1941

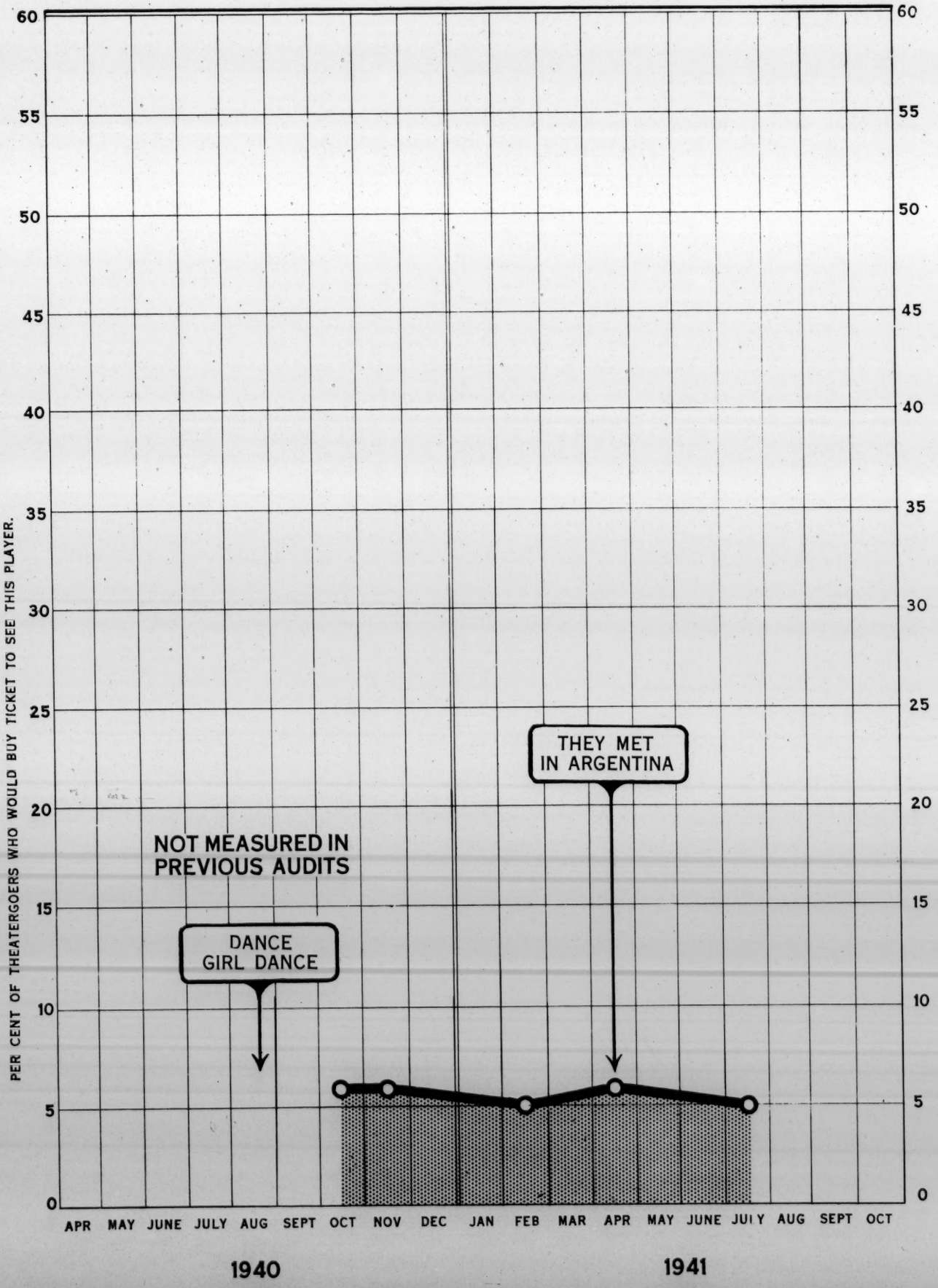








O'HARA. MAUREEN
RANK. 109TH



O'HARA, Maureen

February—April 1941

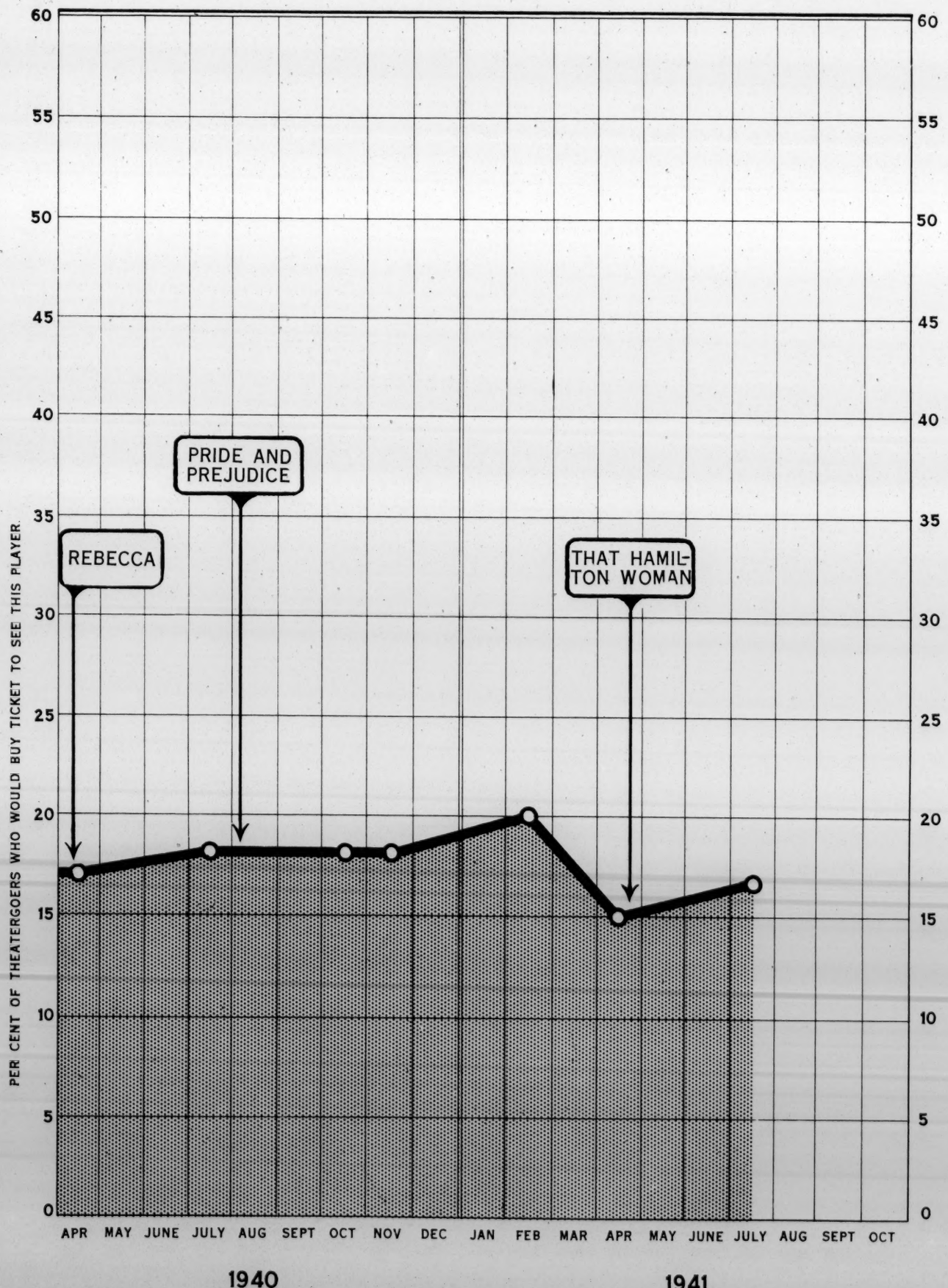
MALES	11
FEMALES	18

Boys 12-17	11
Men 18-30	13
Men 31 up	6

Girls 12-17	24
Women 18-30	19
Women 31 up	11

PROSPEROUS Over $50 per week	14
UPPER MIDDLE $30 to $50 per week	12
MIDDLE $20-$30 per week	17
POOR Under $20 per week	15

OLIVIER. LAURENCE
RANK. 54TH



OLIVIER, Laurence

February—April 1941

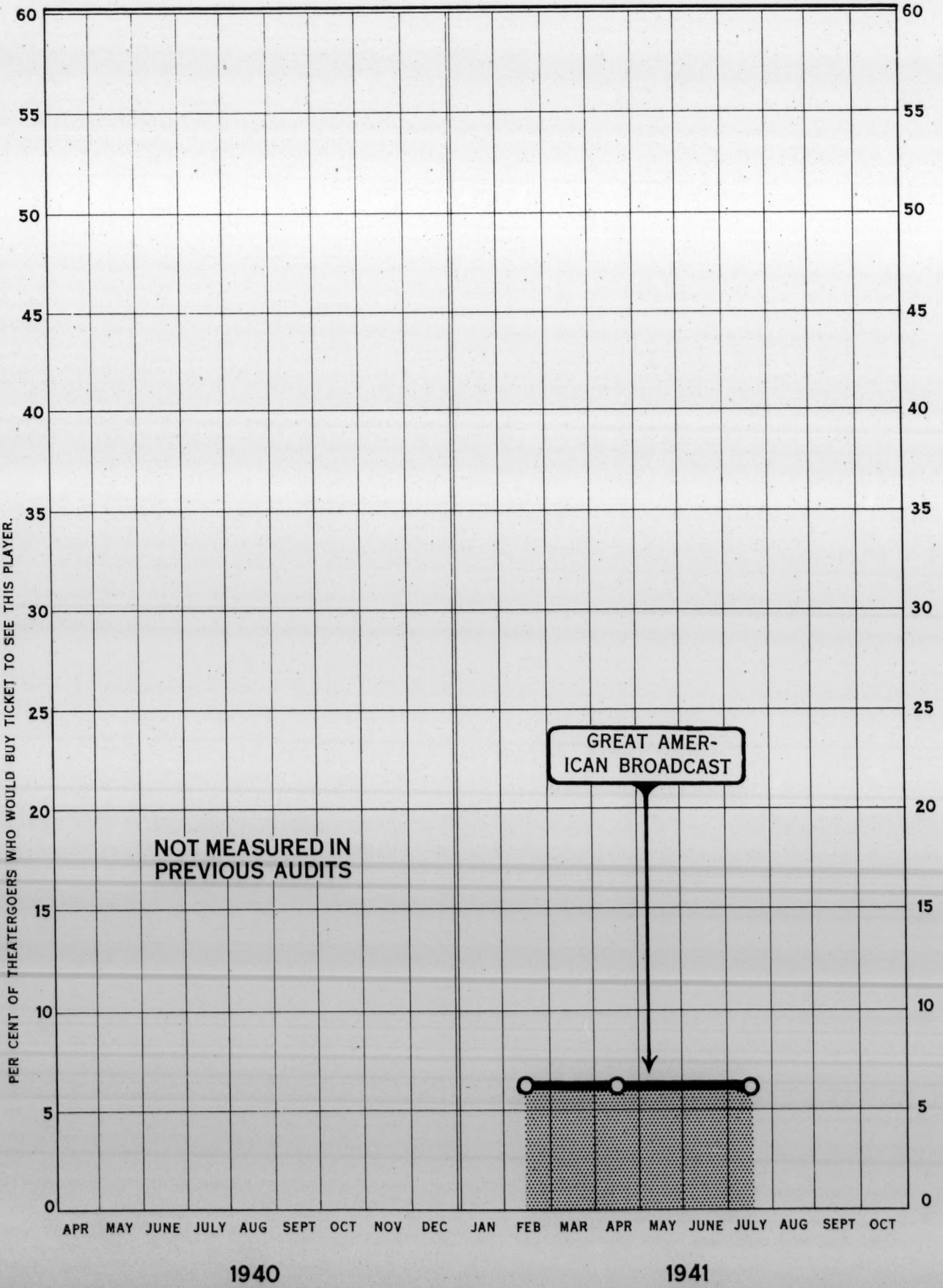
MALES	26
FEMALES	66

Boys 12-17	16
Men 18-30	27
Men 31 up	29

Girls 12-17	54
Women 18-30	72
Women 31 up	66

PROSPEROUS Over $50 per week	61
UPPER MIDDLE $30 to $50 per week	47
MIDDLE $20-$30 per week	36
POOR Under $20 per week	25

PAYNE. JOHN
RANK. 94TH



PAYNE, John

February—April 1941

MALES	18
FEMALES	21

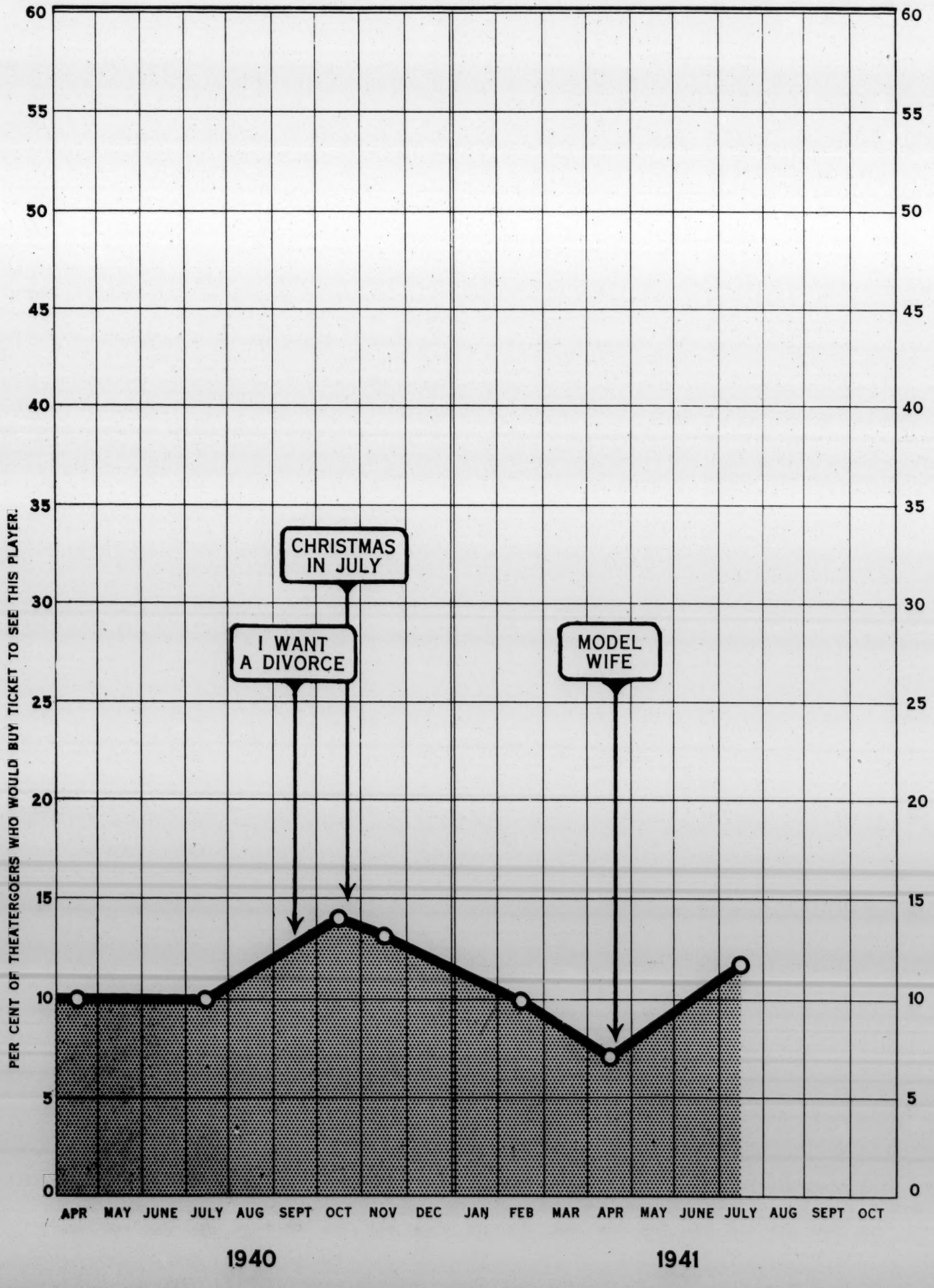
Boys 12-17	31
Men 18-30	17
Men 31 up	11

Girls 12-17	40
Women 18-30	19
Women 31 up	11

PROSPEROUS Over $50 per week	17
UPPER MIDDLE $30 to $50 per week	19
MIDDLE $20-$30 per week	21
POOR Under $20 per week	24

POWELL, DICK

RANK. 74TH



POWELL, Dick

February—April 1941

MALES	20
FEMALES	22

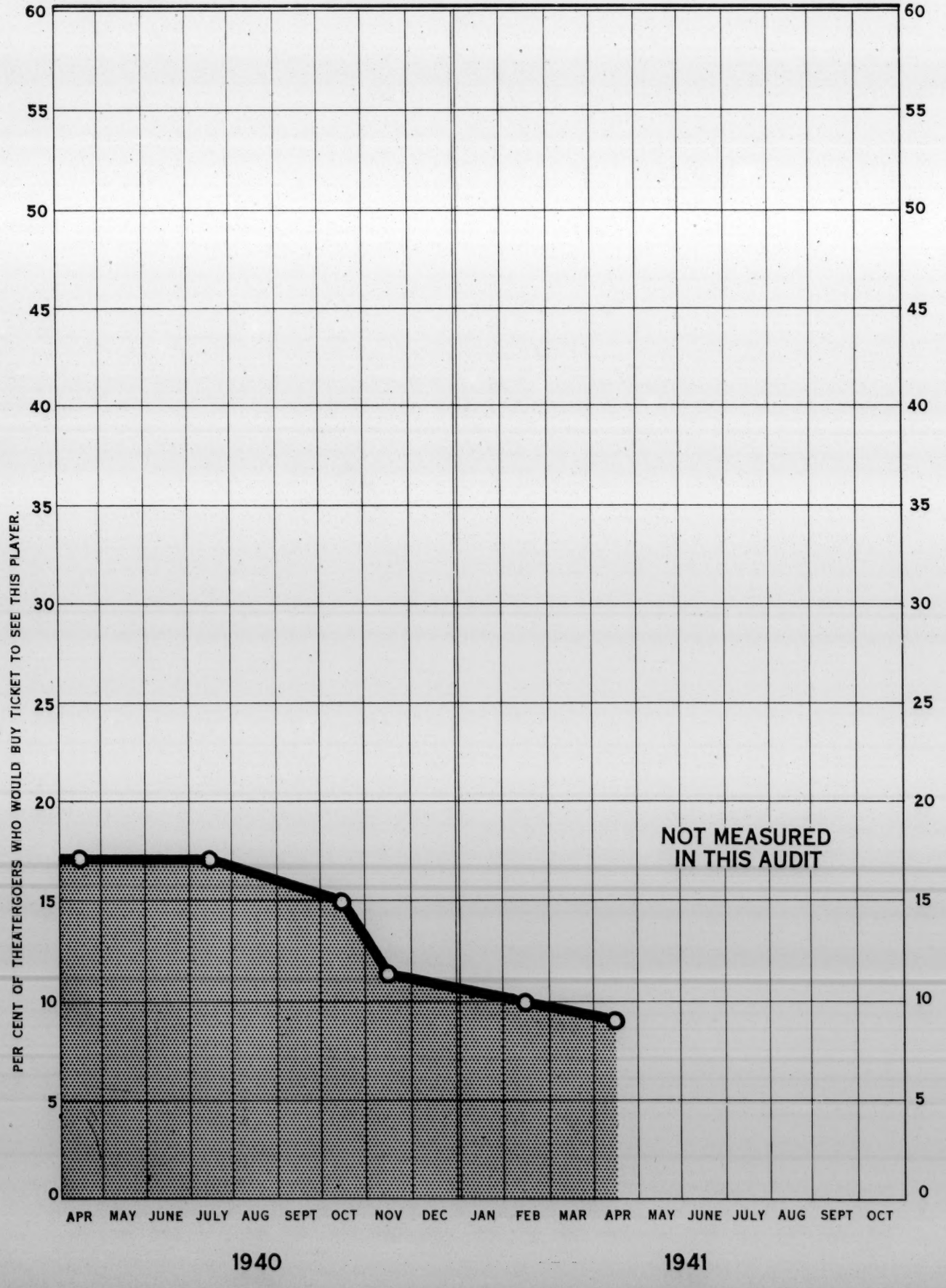
Boys 12-17	19
Men 18-30	19
Men 31 up	23

Girls 12-17	28
Women 18-30	17
Women 31 up	27

PROSPEROUS Over $50 per week	15
UPPER MIDDLE $30 to $50 per week	18
MIDDLE $20-$30 per week	22
POOR Under $20 per week	27

POWELL. ELEANOR

RANK. 86TH *In Sixth Audit*



POWELL, Eleanor

February—April 1941

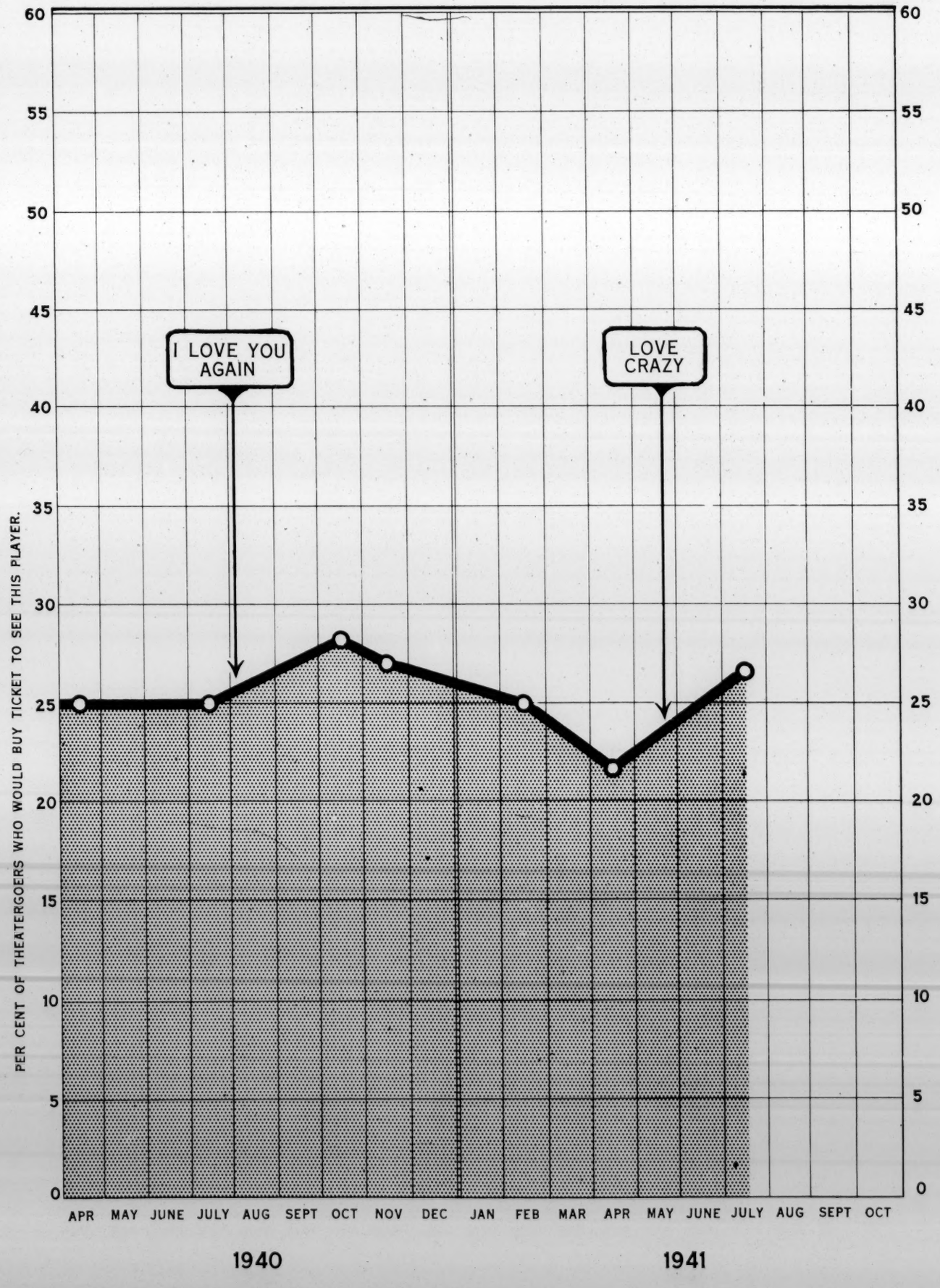
MALES	22
FEMALES	29

Boys 12-17	19
Men 18-30	20
Men 31 up	29

Girls 12-17	37
Women 18-30	29
Women 31 up	24

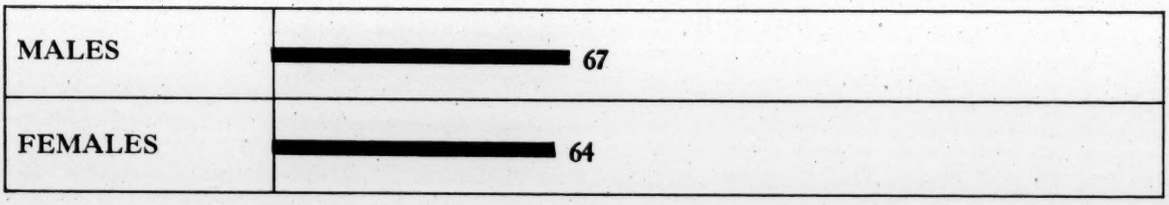
PROSPEROUS Over $50 per week	28
UPPER MIDDLE $30 to $50 per week	28
MIDDLE $20-$30 per week	26
POOR Under $20 per week	26

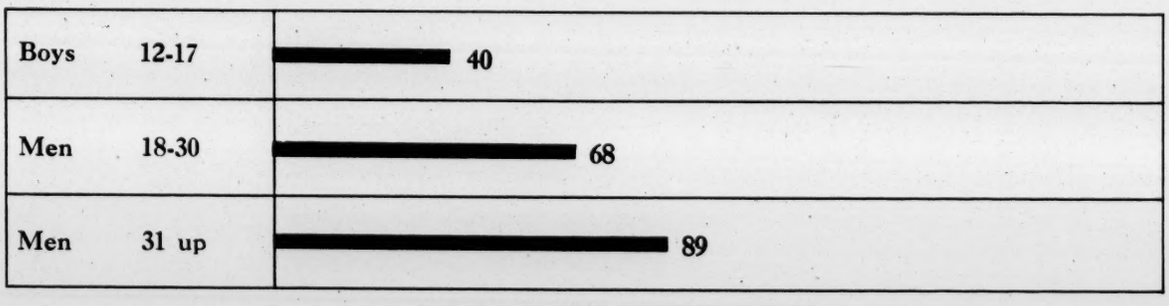
POWELL. WILLIAM
RANK. 19TH

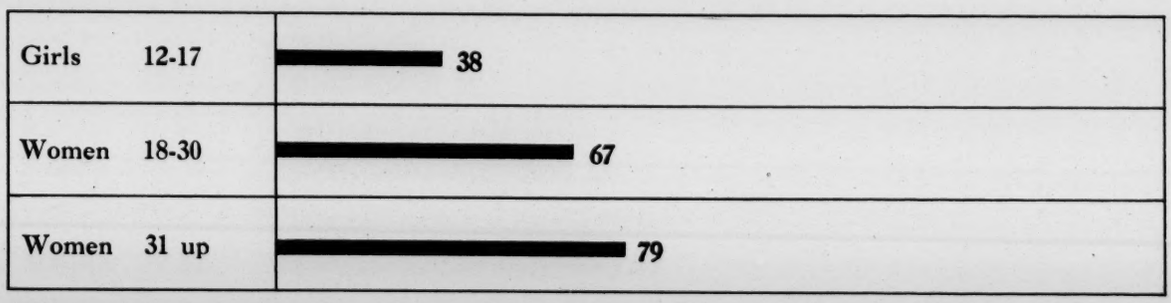


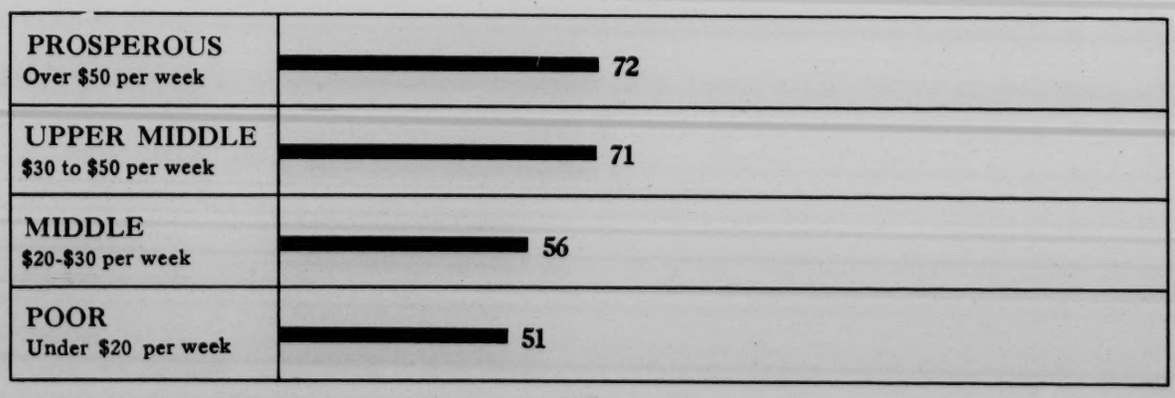
POWELL, William

February—April 1941



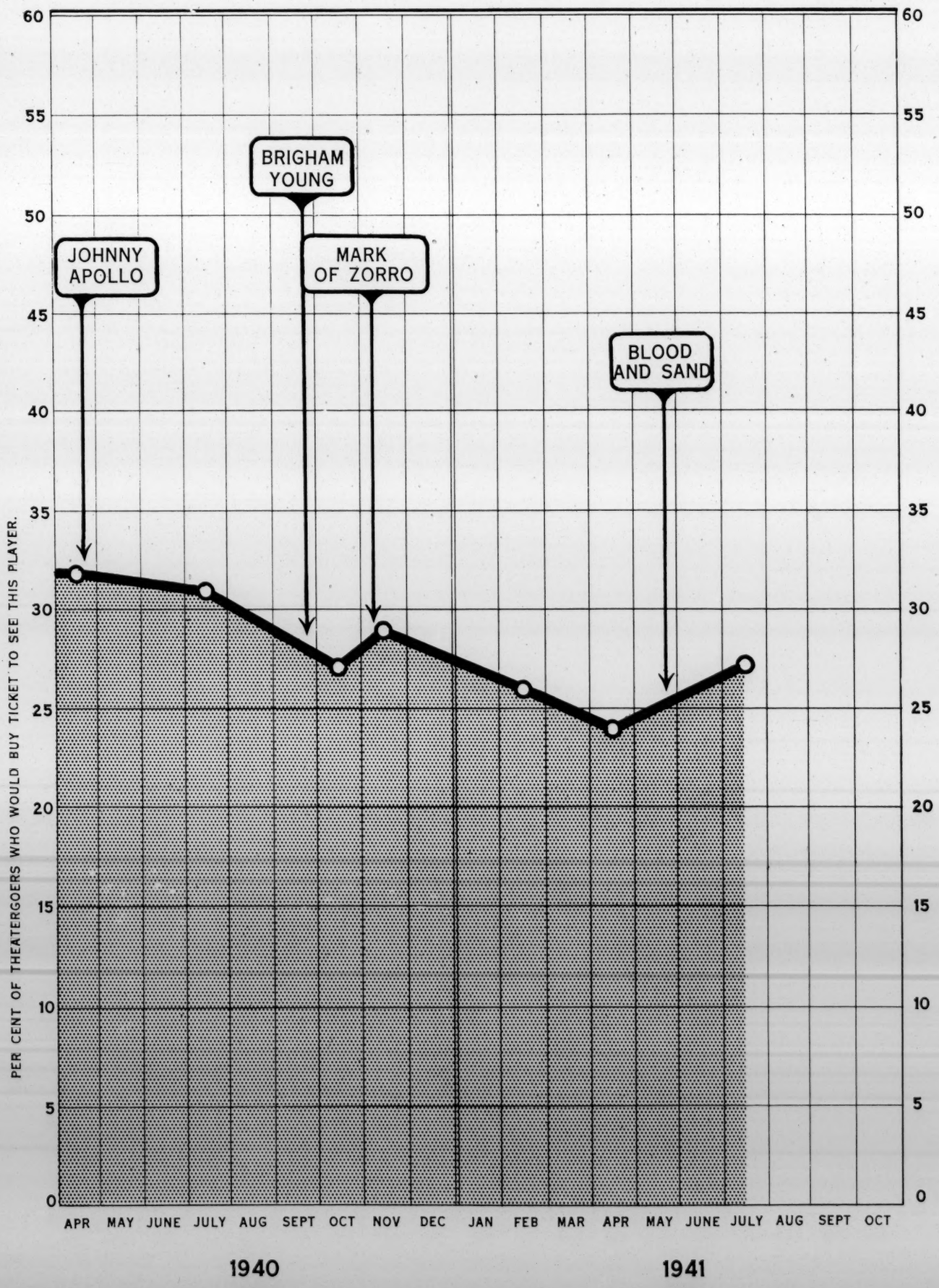






POWER. TYRONE

RANK. 20TH



POWER, Tyrone

February—April 1941

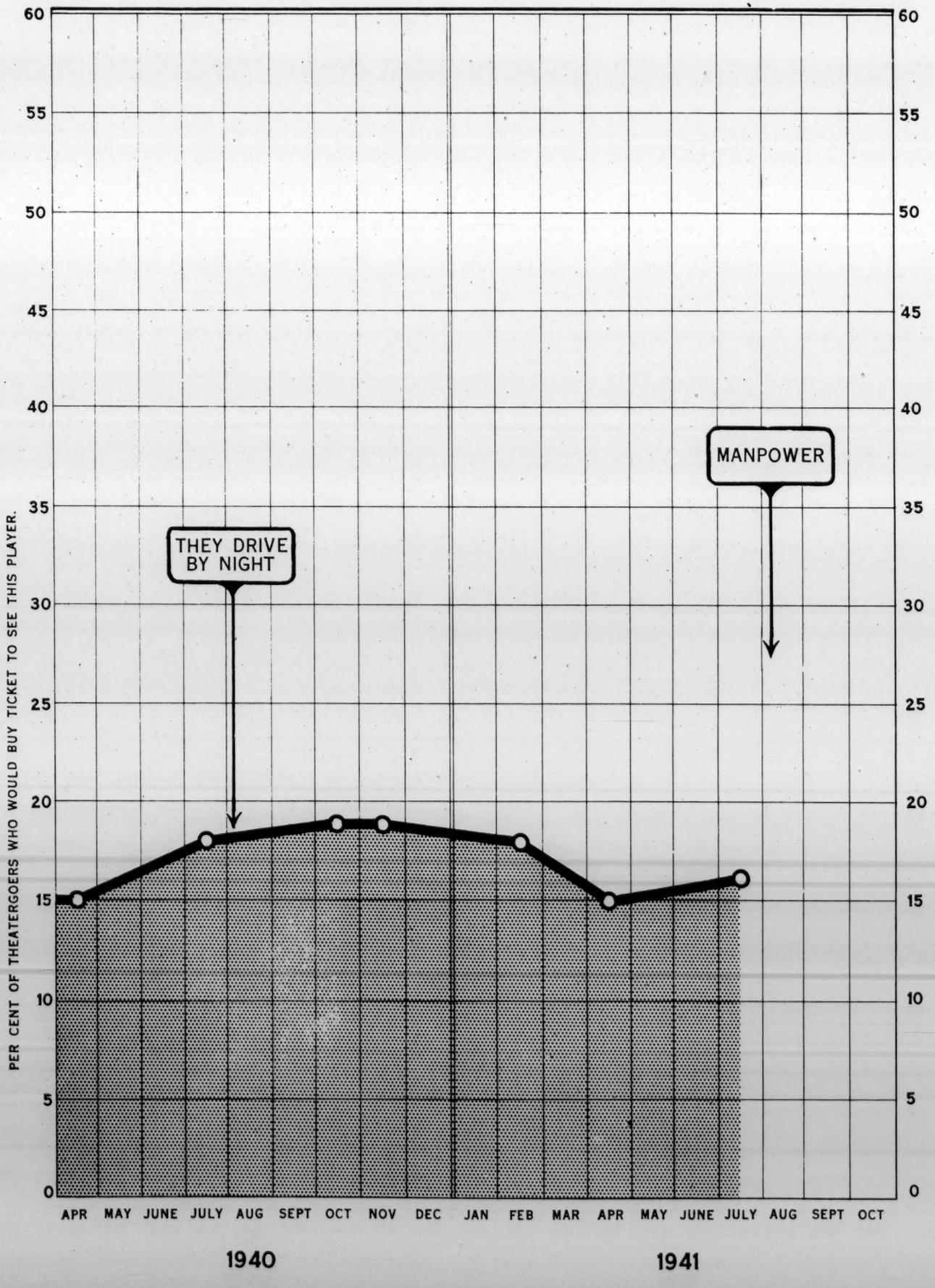
MALES	54
FEMALES	76

Boys 12-17	63
Men 18-30	54
Men 31 up	45

Girls 12-17	93
Women 18-30	74
Women 31 up	66

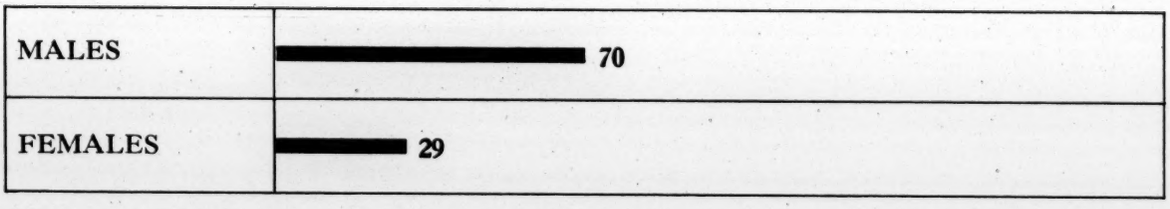
PROSPEROUS Over $50 per week	72
UPPER MIDDLE $30 to $50 per week	59
MIDDLE $20-$30 per week	70
POOR Under $20 per week	75

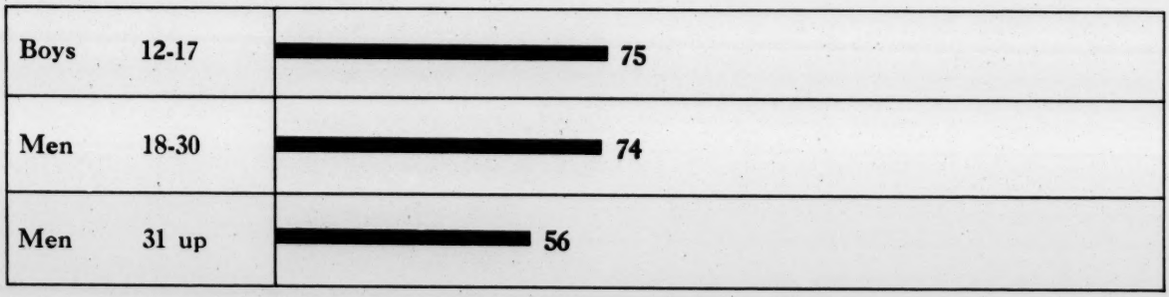
RAFT. GEORGE
RANK. 58TH

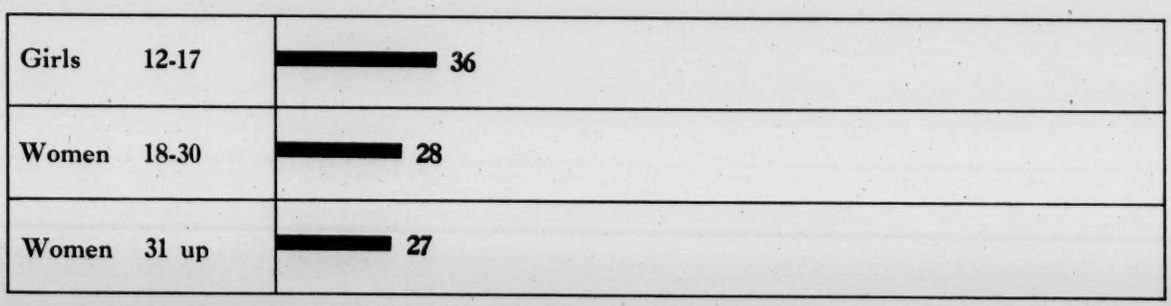


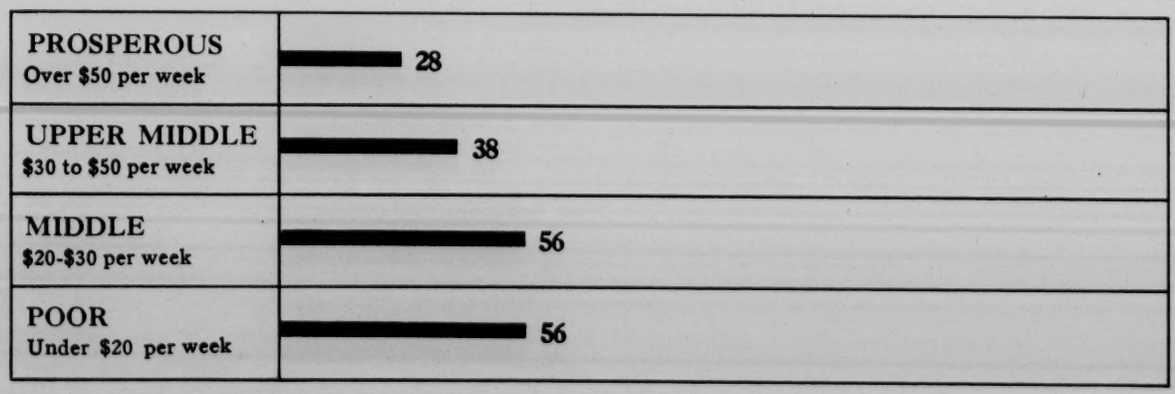
RAFT, George

February—April 1941



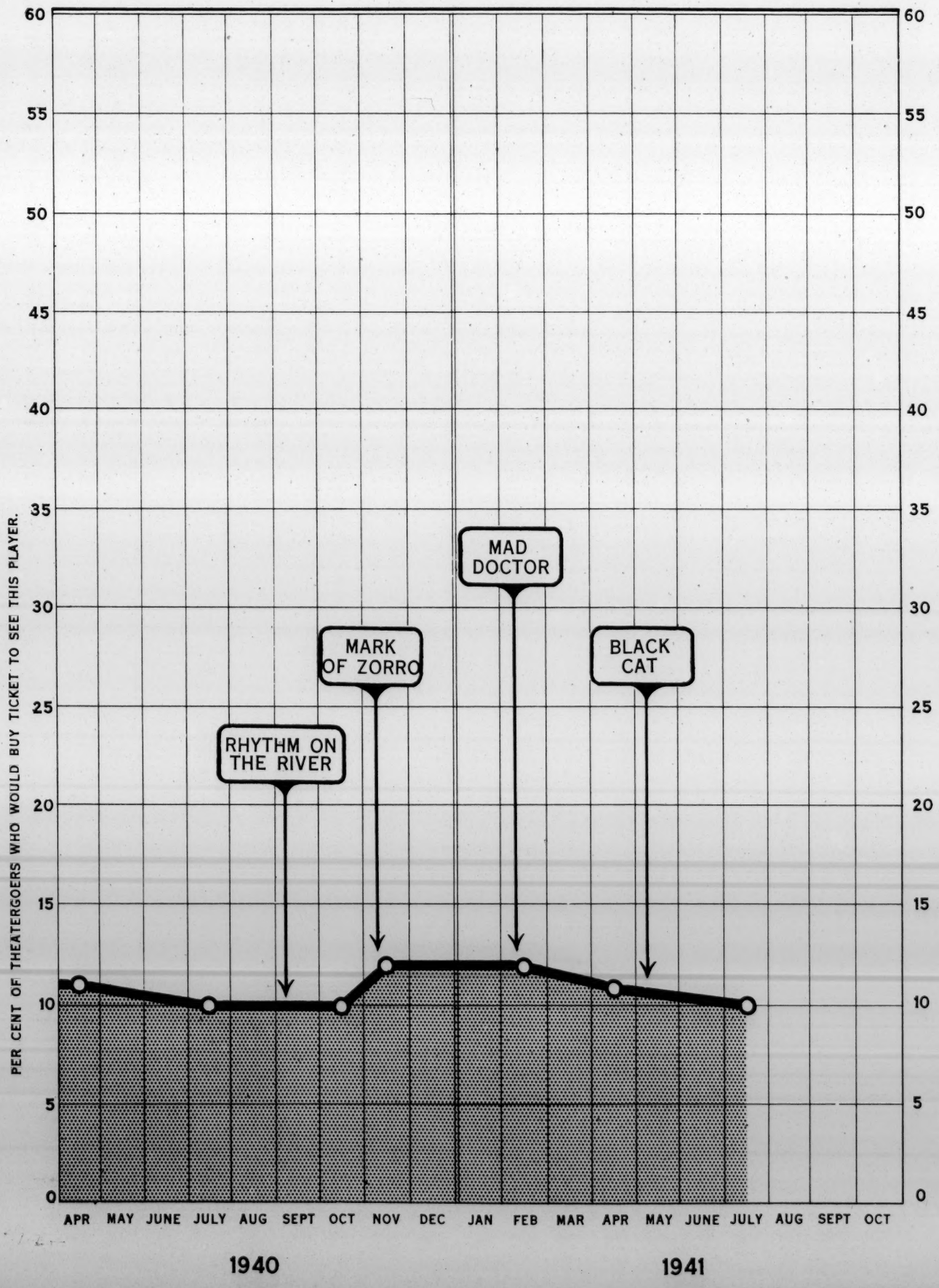






RATHBONE. BASIL

RANK. 85TH



RATHBONE, Basil

February—April 1941

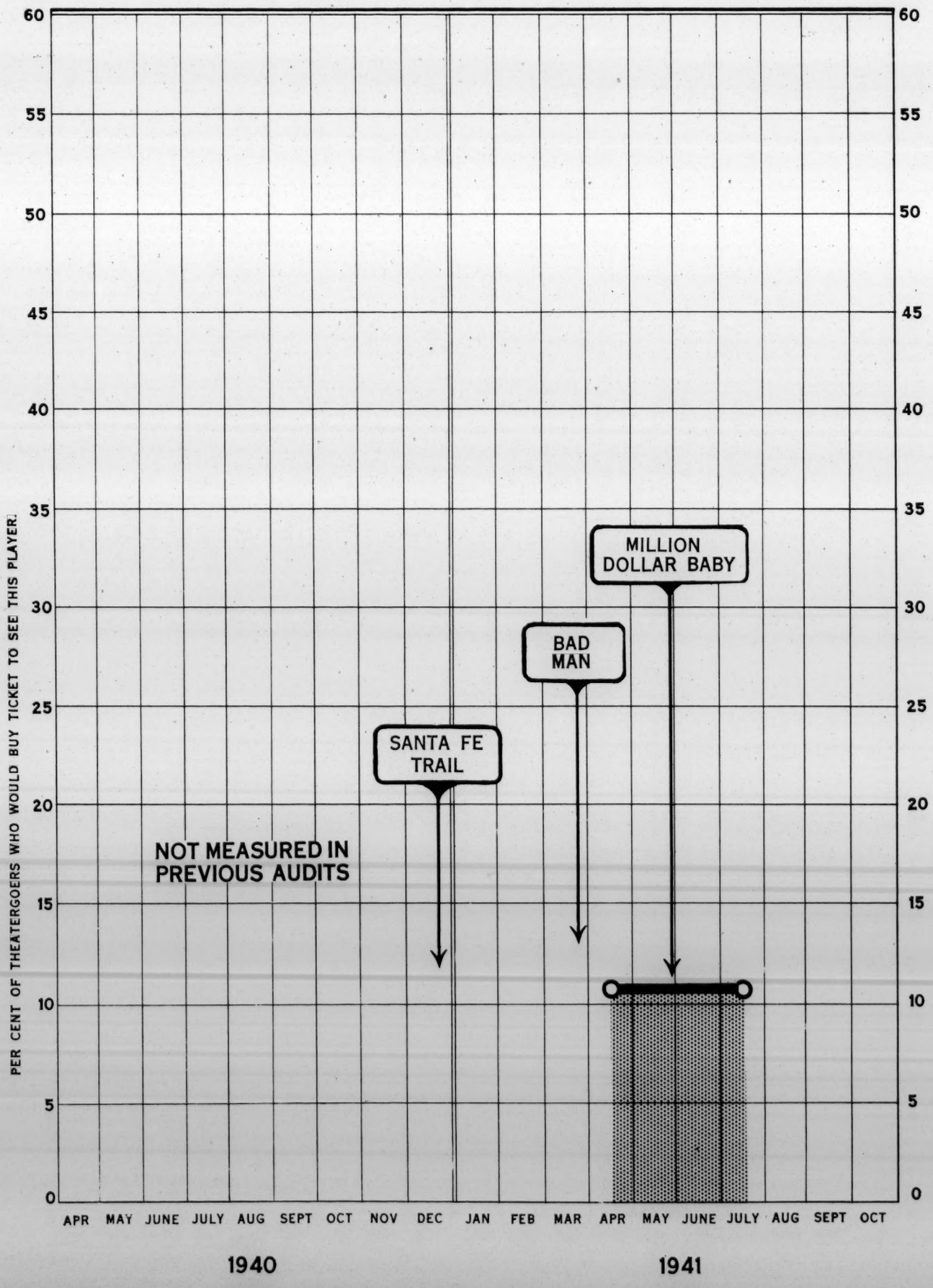
MALES	38
FEMALES	25

Boys 12-17	46
Men 18-30	37
Men 31 up	31

Girls 12-17	16
Women 18-30	24
Women 31 up	34

PROSPEROUS Over $50 per week	37
UPPER MIDDLE $30 to $50 per week	30
MIDDLE $20-$30 per week	27
POOR Under $20 per week	27

REAGAN. RONALD
RANK. 82ND



REAGAN, Ronald

February—April 1941

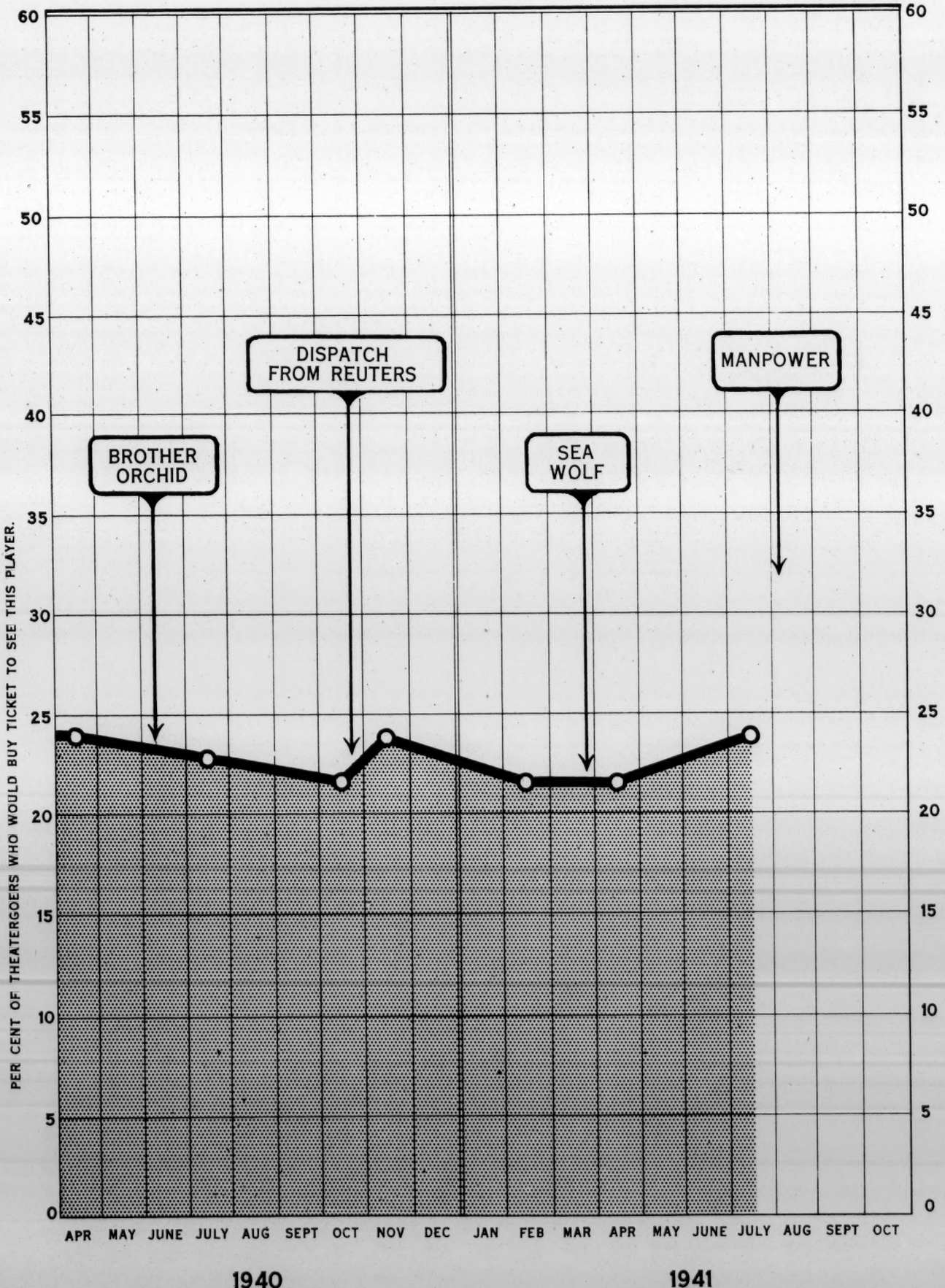
MALES	31
FEMALES	33

Boys 12-17	58
Men 18-30	25
Men 31 up	24

Girls 12-17	61
Women 18-30	33
Women 31 up	9

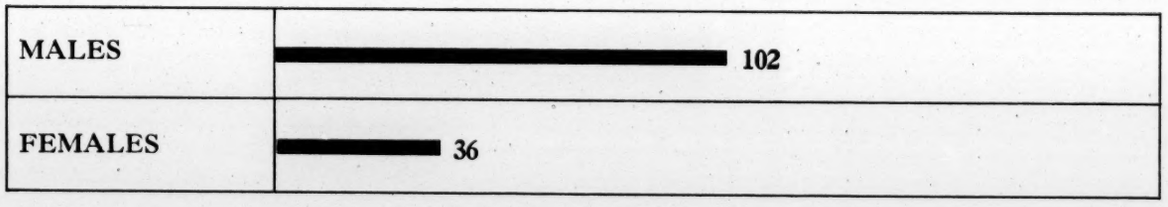
PROSPEROUS Over $50 per week	28
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	33
POOR Under $20 per week	22

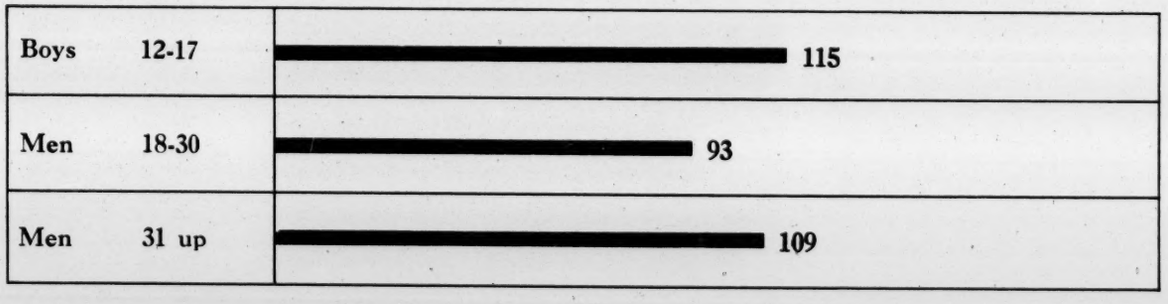
ROBINSON, EDWARD G.
RANK. 26TH

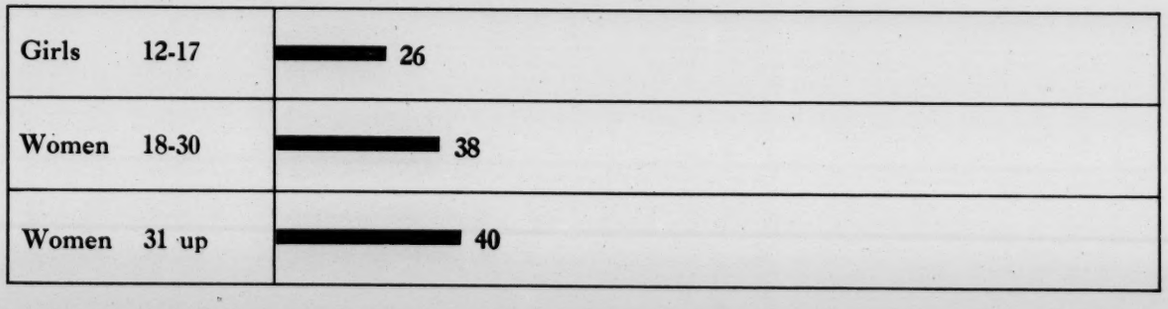


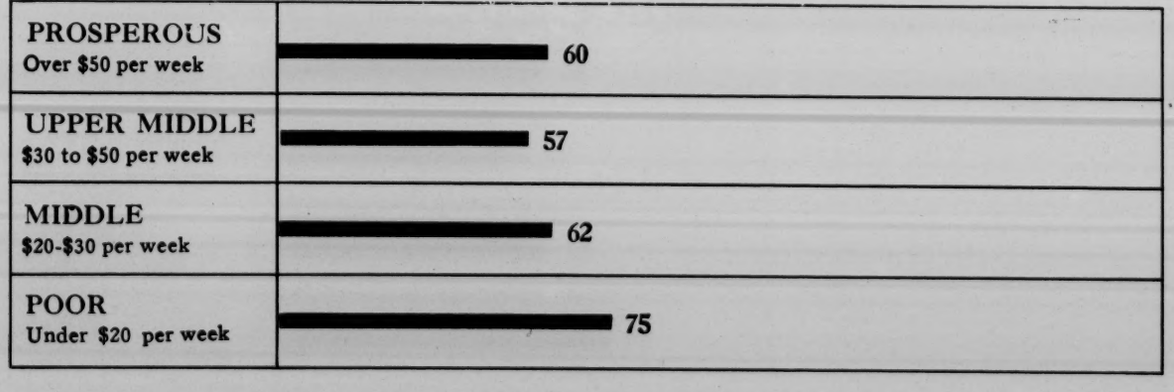
ROBINSON, Edw. G.

February—April 1941



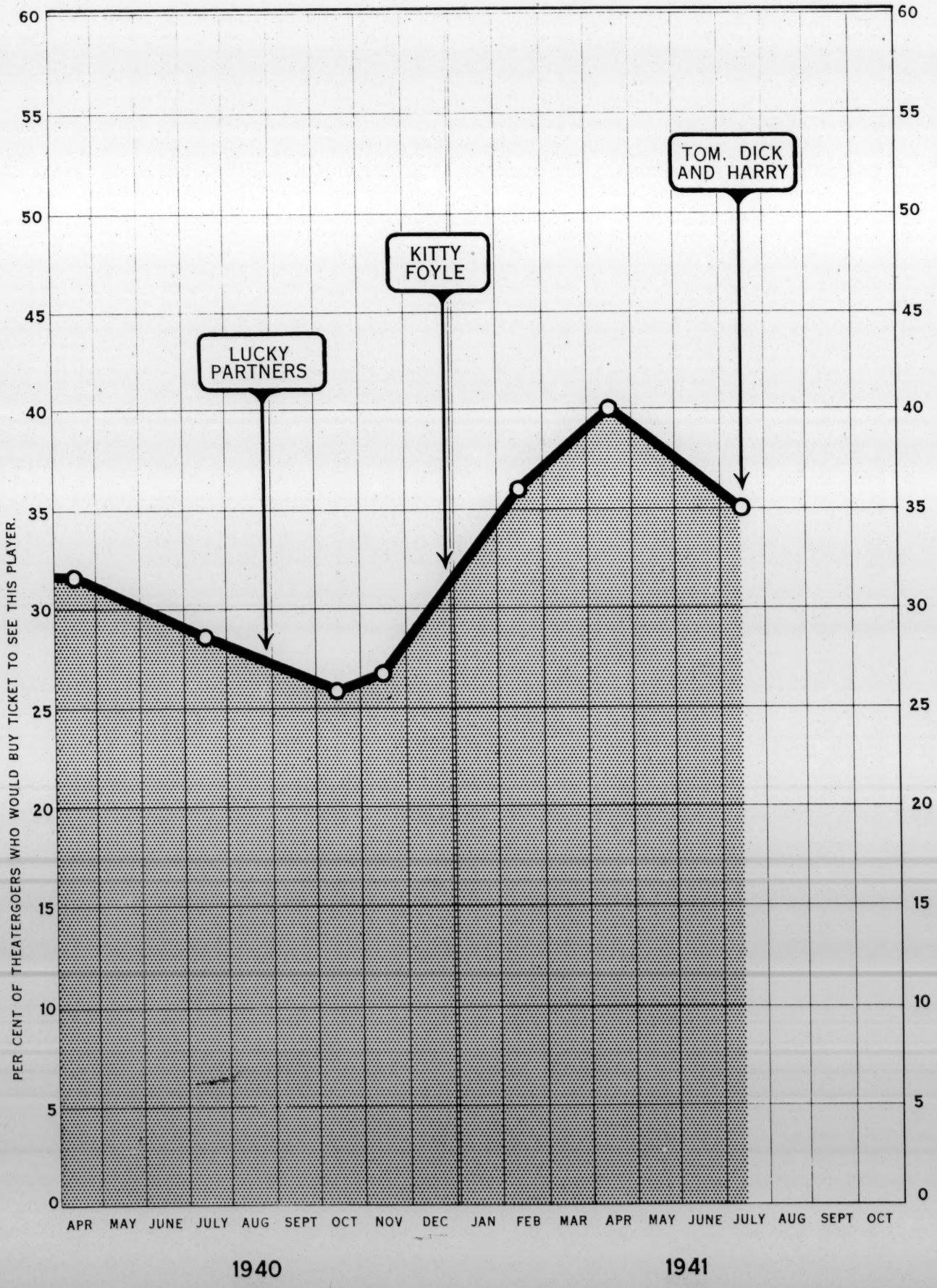






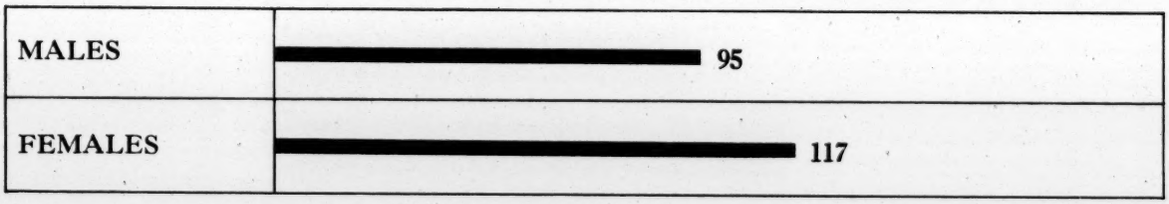
ROGERS. GINGER

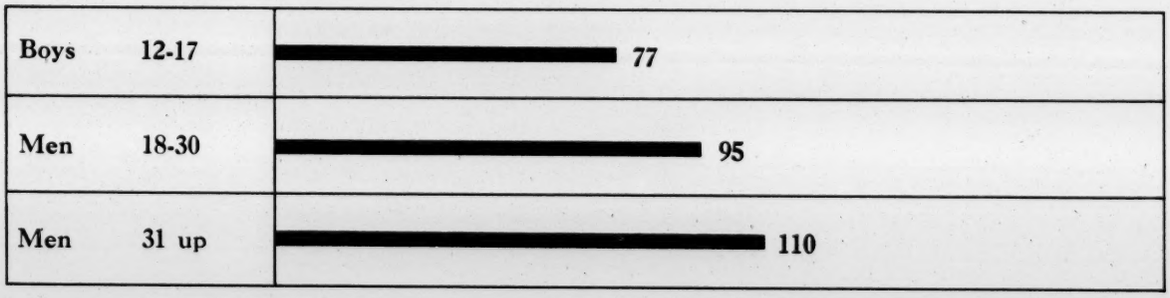
RANK. 9TH

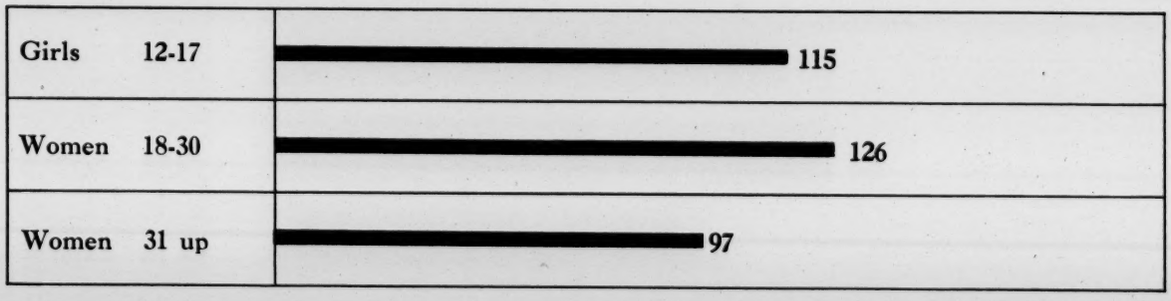


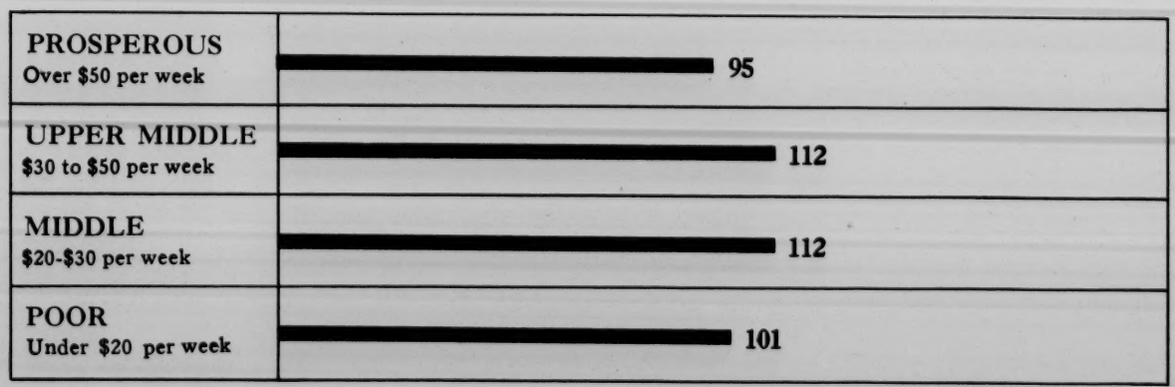
ROGERS, Ginger

February—April 1941



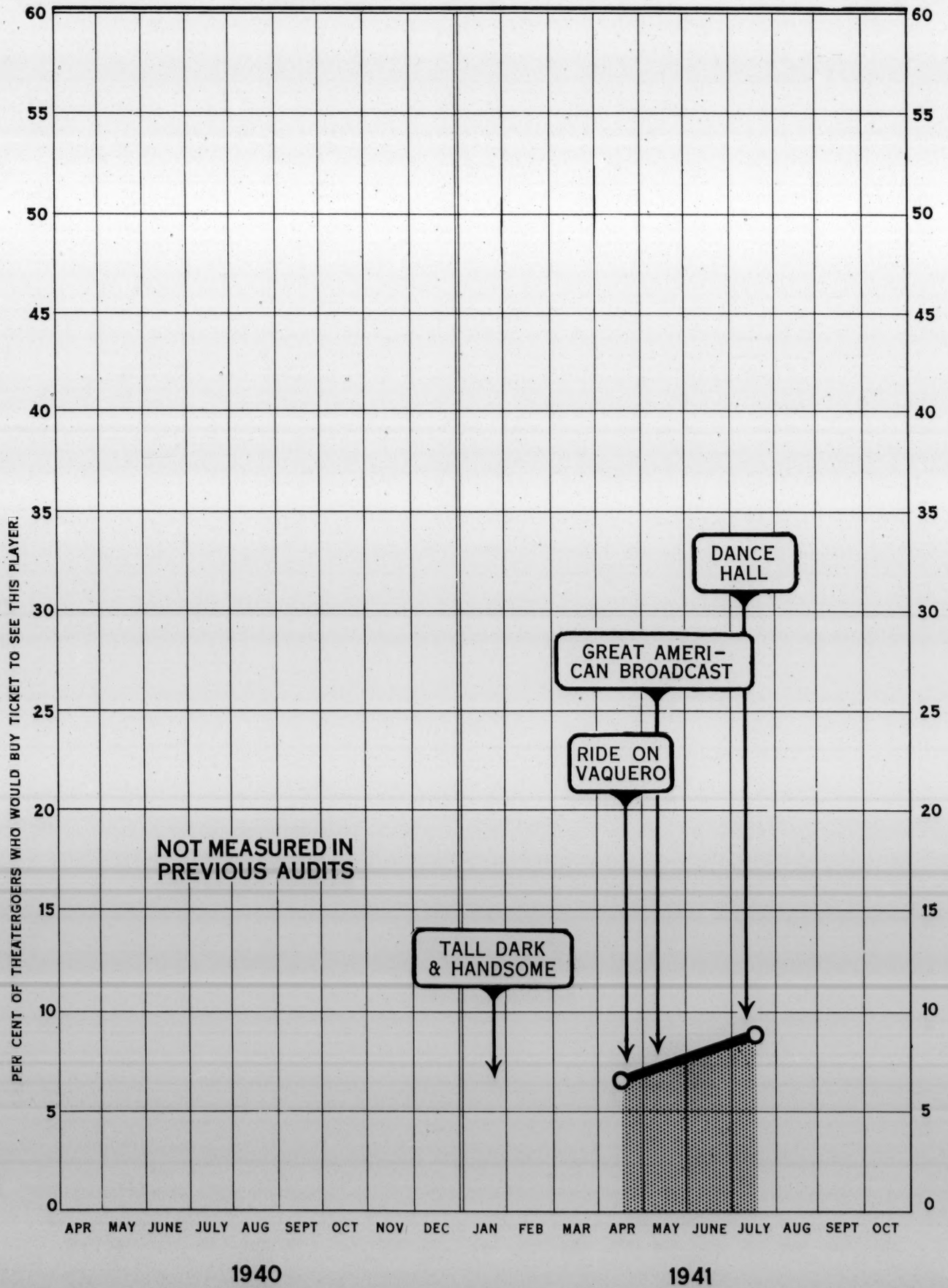






ROMERO. CESAR

RANK. 88TH



ROMERO, Cesar

February—April 1941

MALES	34
FEMALES	11

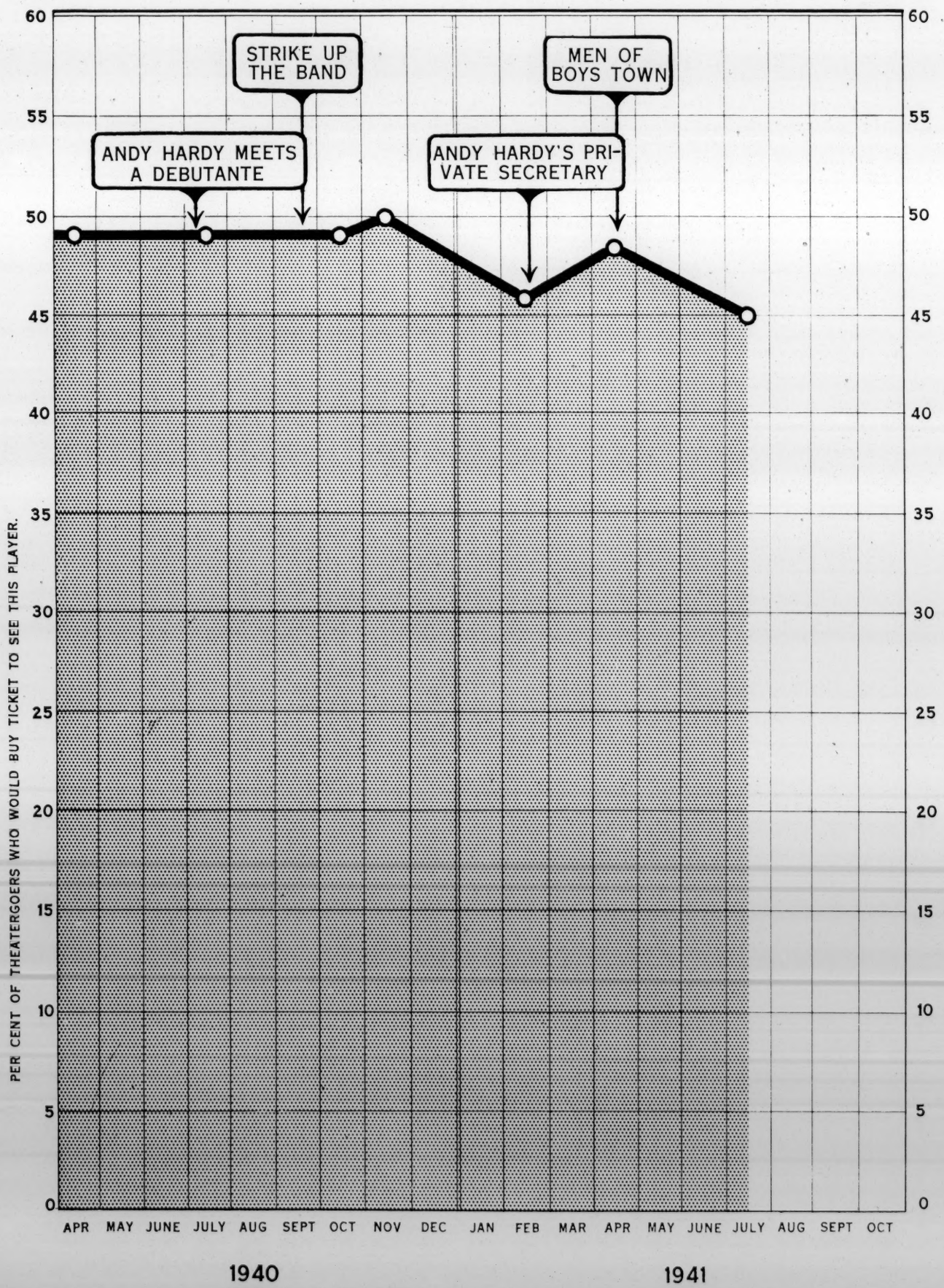
Boys 12-17	51
Men 18-30	30
Men 31 up	29

Girls 12-17	29
Women 18-30	8
Women 31 up	4

PROSPEROUS Over $50 per week	15
UPPER MIDDLE $30 to $50 per week	15
MIDDLE $20-$30 per week	25
POOR Under $20 per week	28

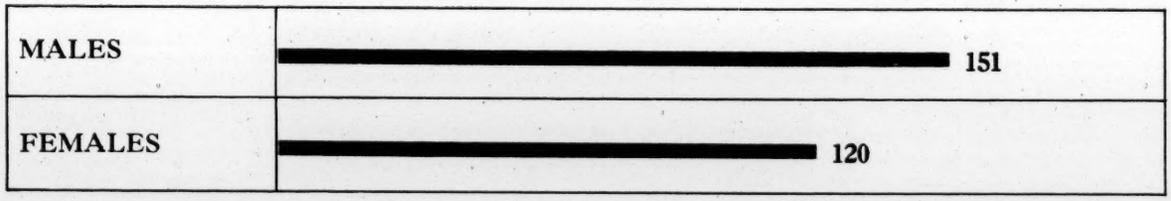
ROONEY, MICKEY

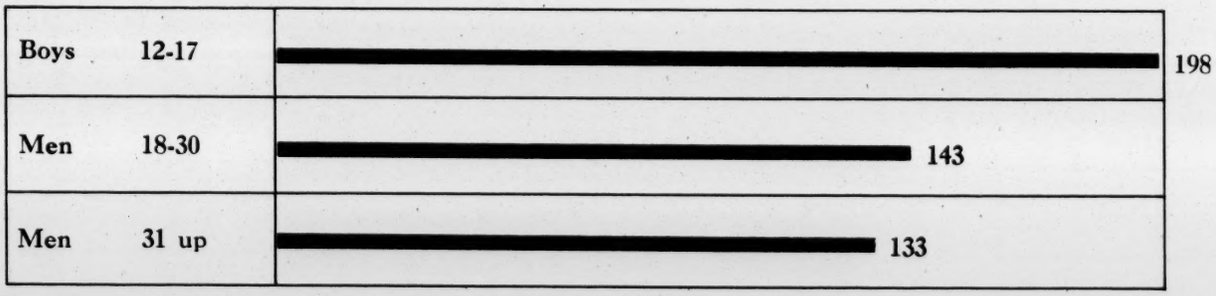
RANK. 5TH

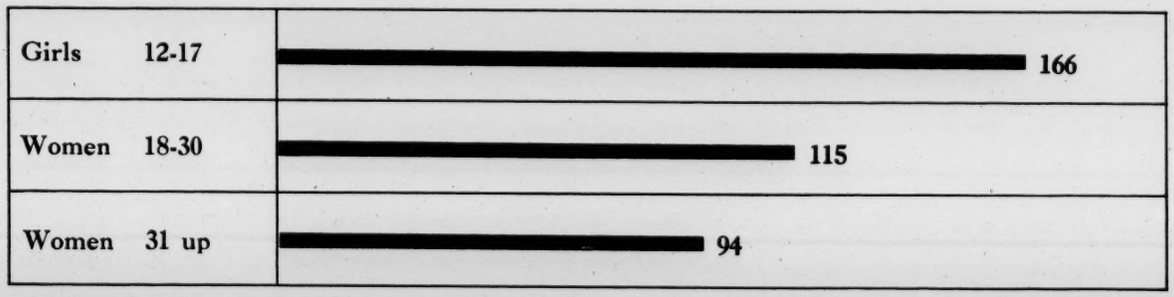


ROONEY, Mickey

February—April 1941

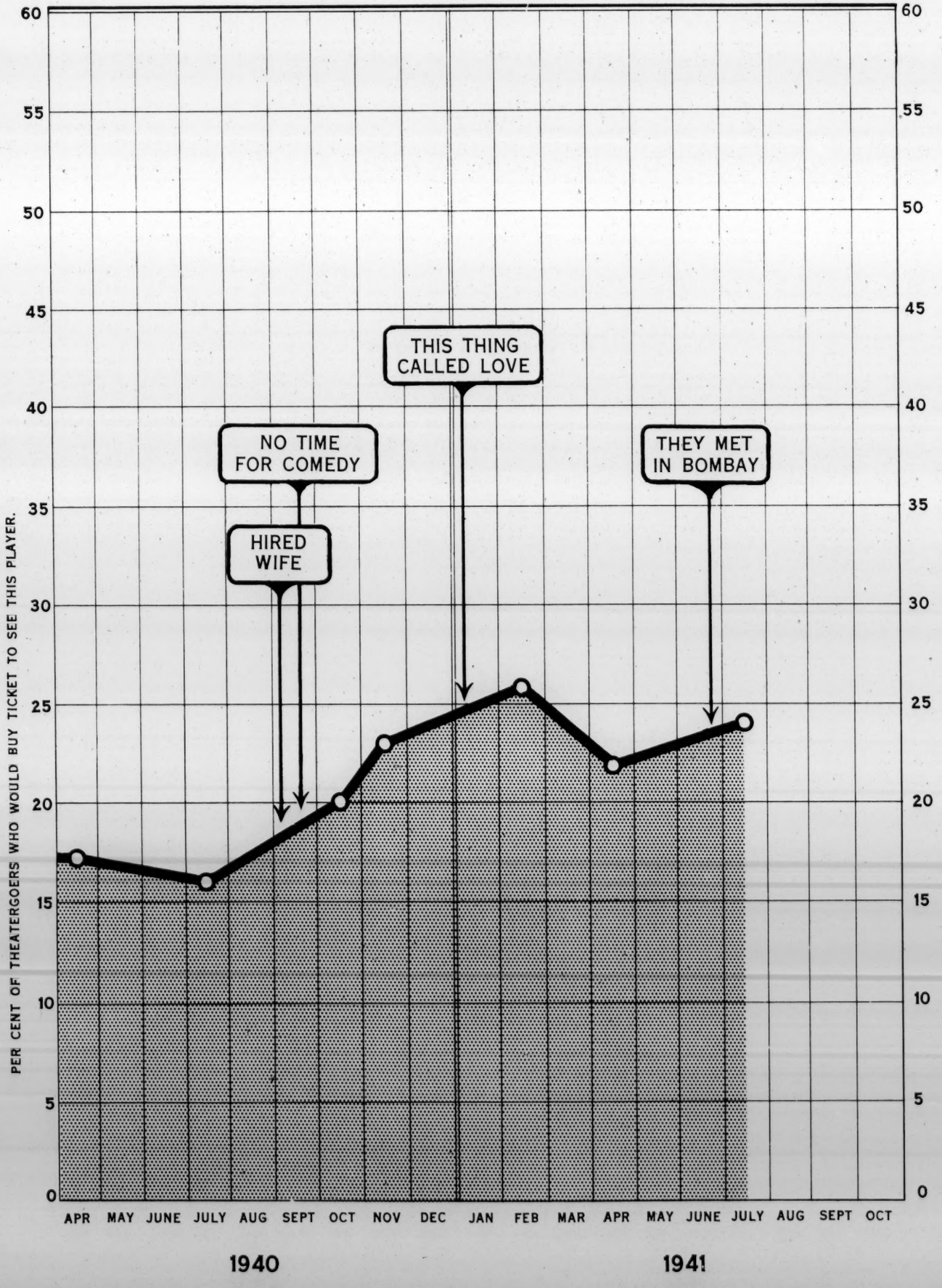






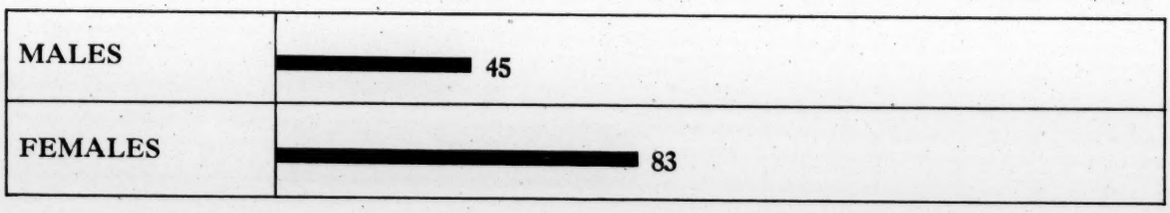
RUSSELL. ROSALIND

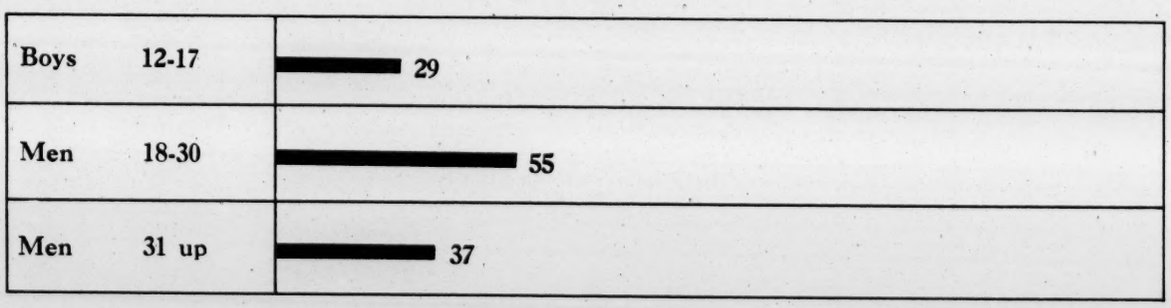
RANK. 27TH

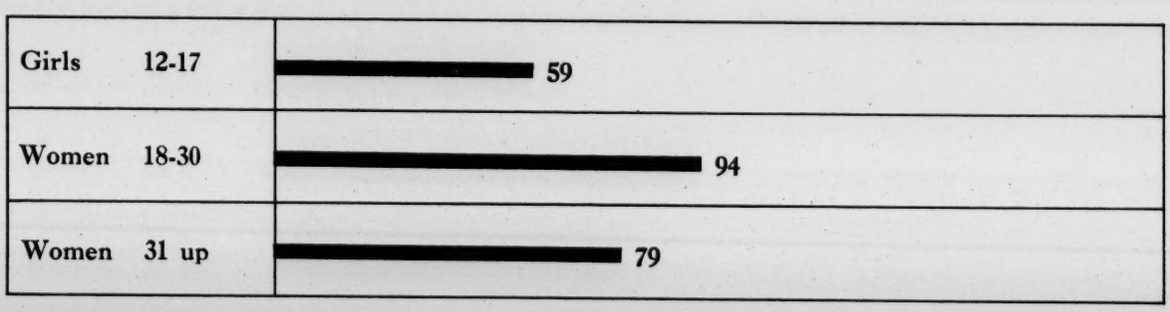


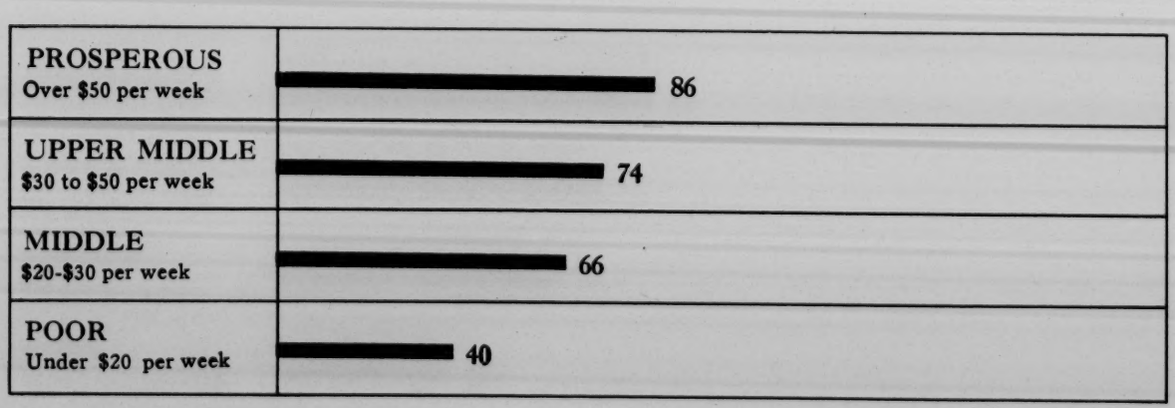
RUSSELL, Rosalind

February—April 1941



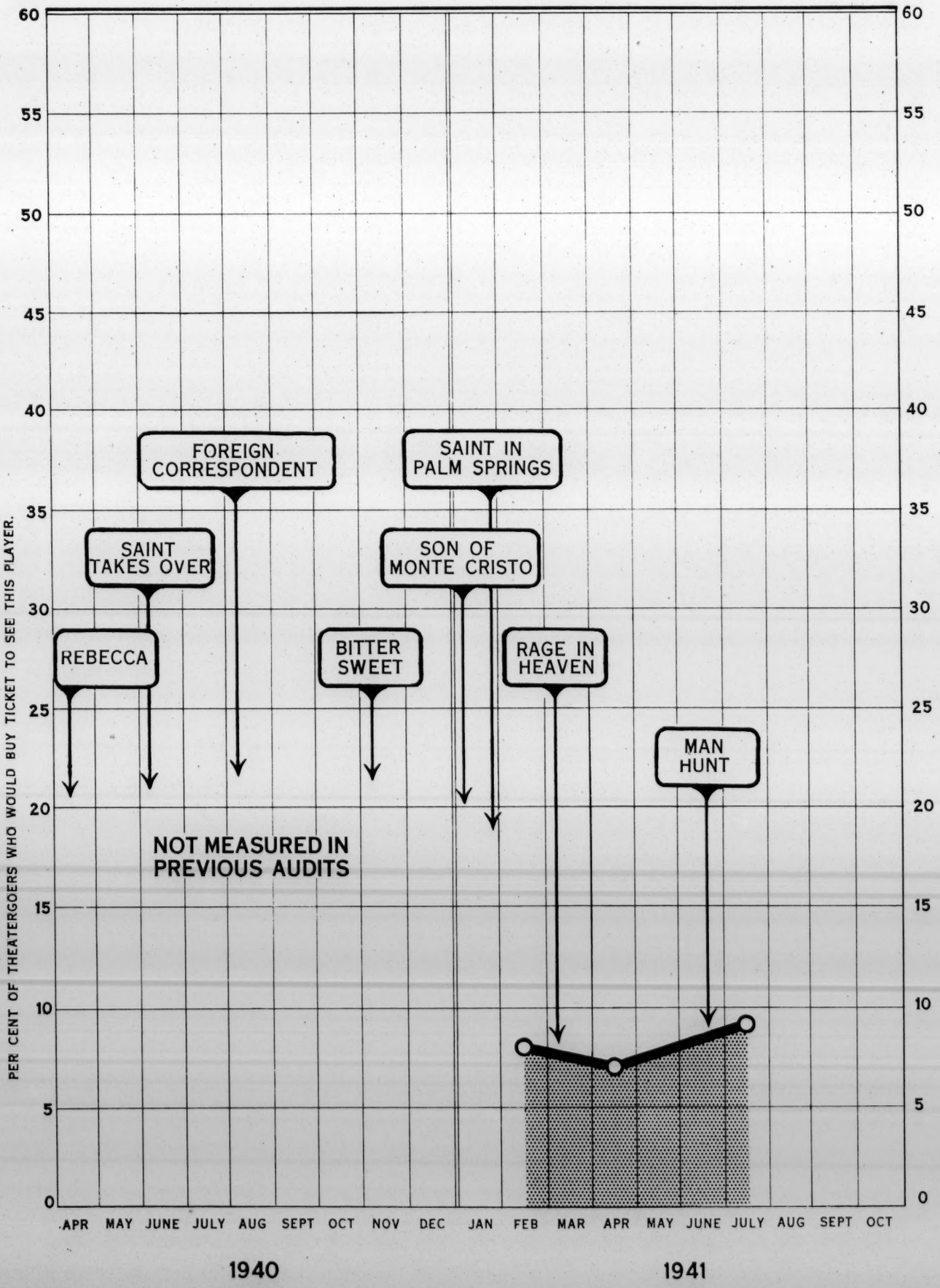






SANDERS. GEORGE

RANK. 90TH



SANDERS, George

February—April 1941

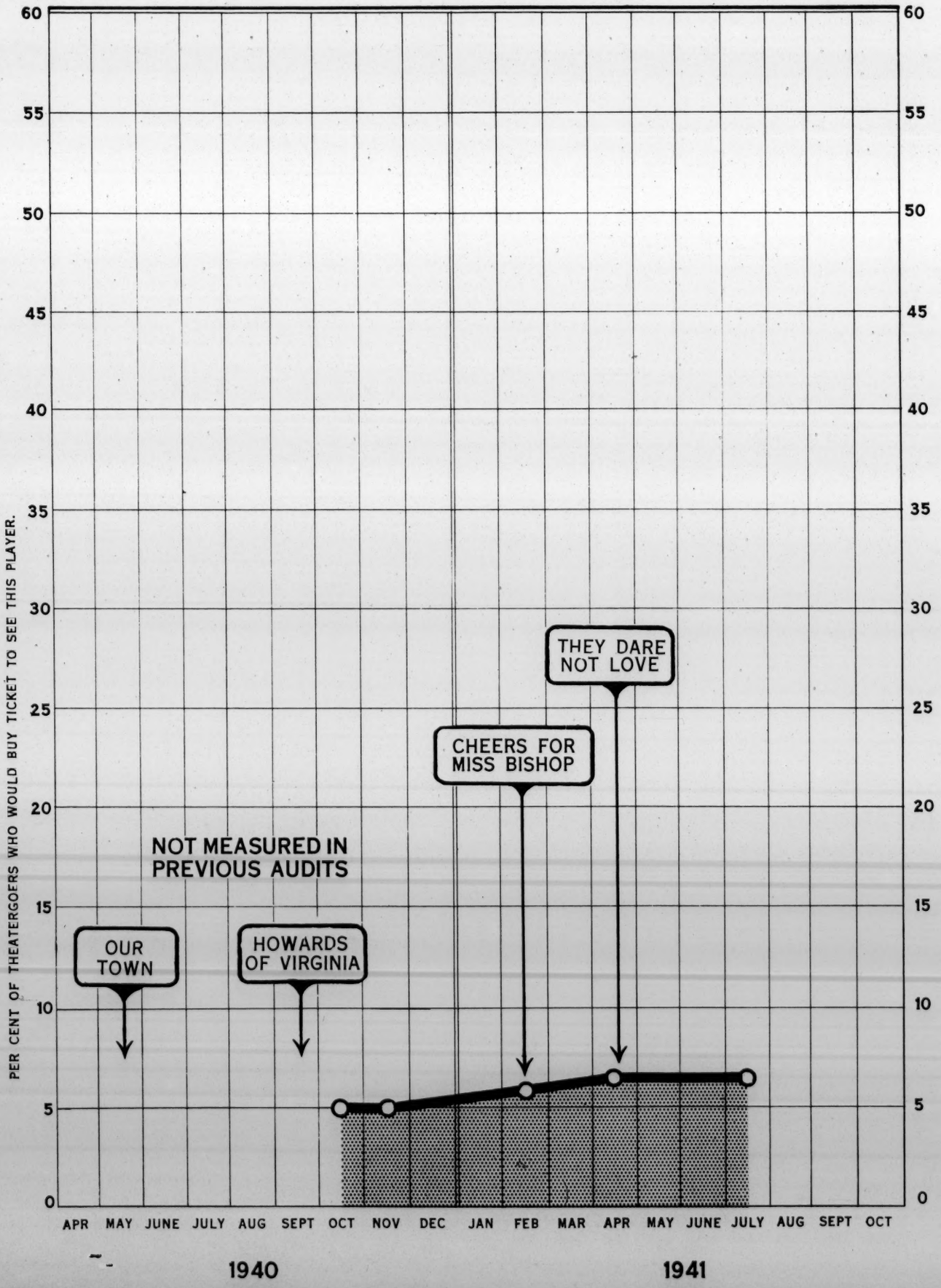
MALES	24
FEMALES	19

Boys 12-17	28
Men 18-30	34
Men 31 up	8

Girls 12-17	13
Women 18-30	20
Women 31 up	21

PROSPEROUS Over $50 per week	14
UPPER MIDDLE $30 to $50 per week	11
MIDDLE $20-$30 per week	22
POOR Under $20 per week	21

SCOTT. MARTHA
RANK. 97TH



SCOTT, Martha

February—April 1941

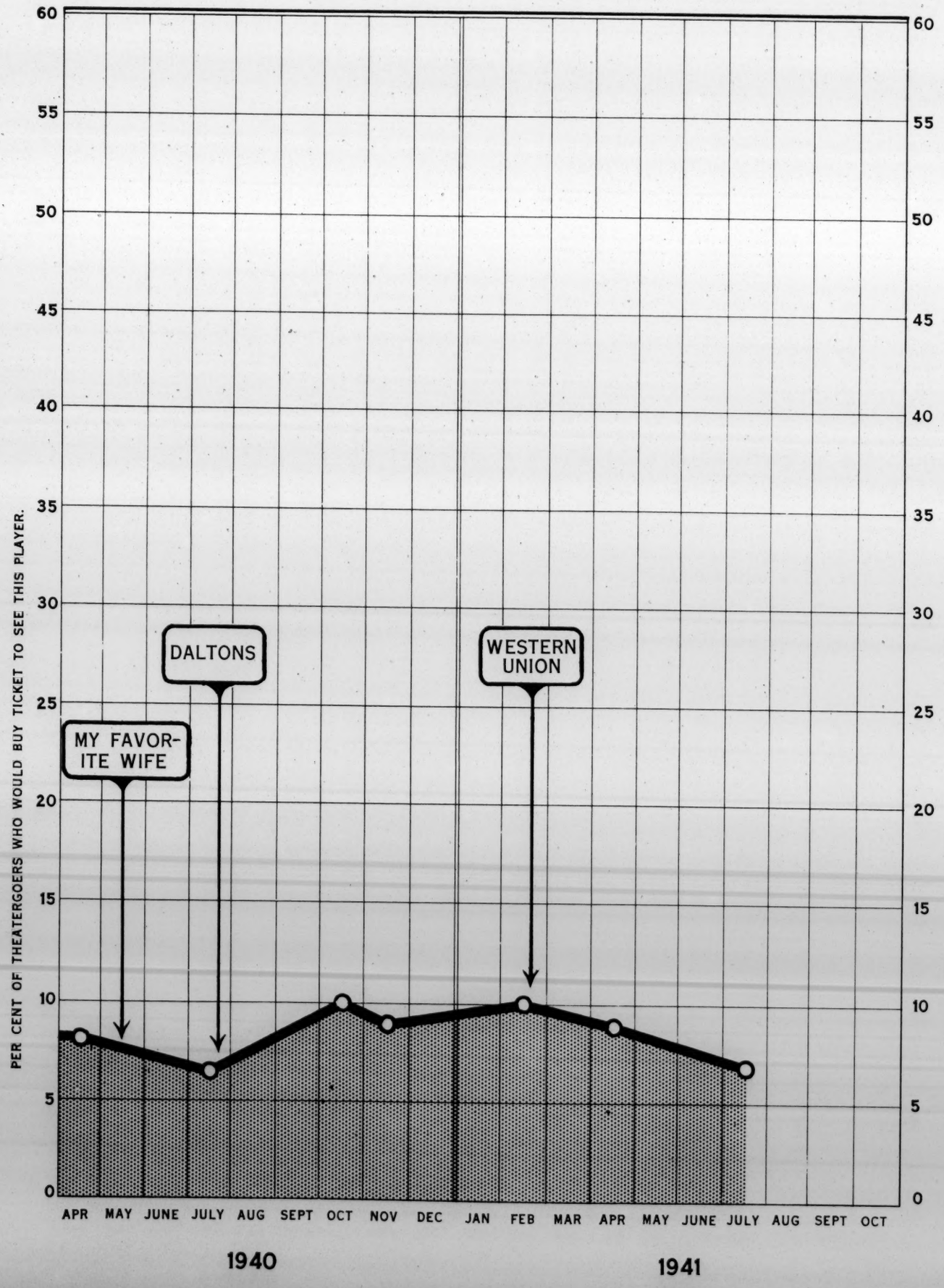
MALES	12
FEMALES	23

Boys 12-17	7
Men 18-30	14
Men 31 up	11

Girls 12-17	10
Women 18-30	24
Women 31 up	30

PROSPEROUS Over $50 per week	22
UPPER MIDDLE $30 to $50 per week	22
MIDDLE $20-$30 per week	17
POOR Under $20 per week	11

SCOTT. RANDOLPH
RANK. 97TH



SCOTT, Randolph

February—April 1941

MALES	38
FEMALES	17

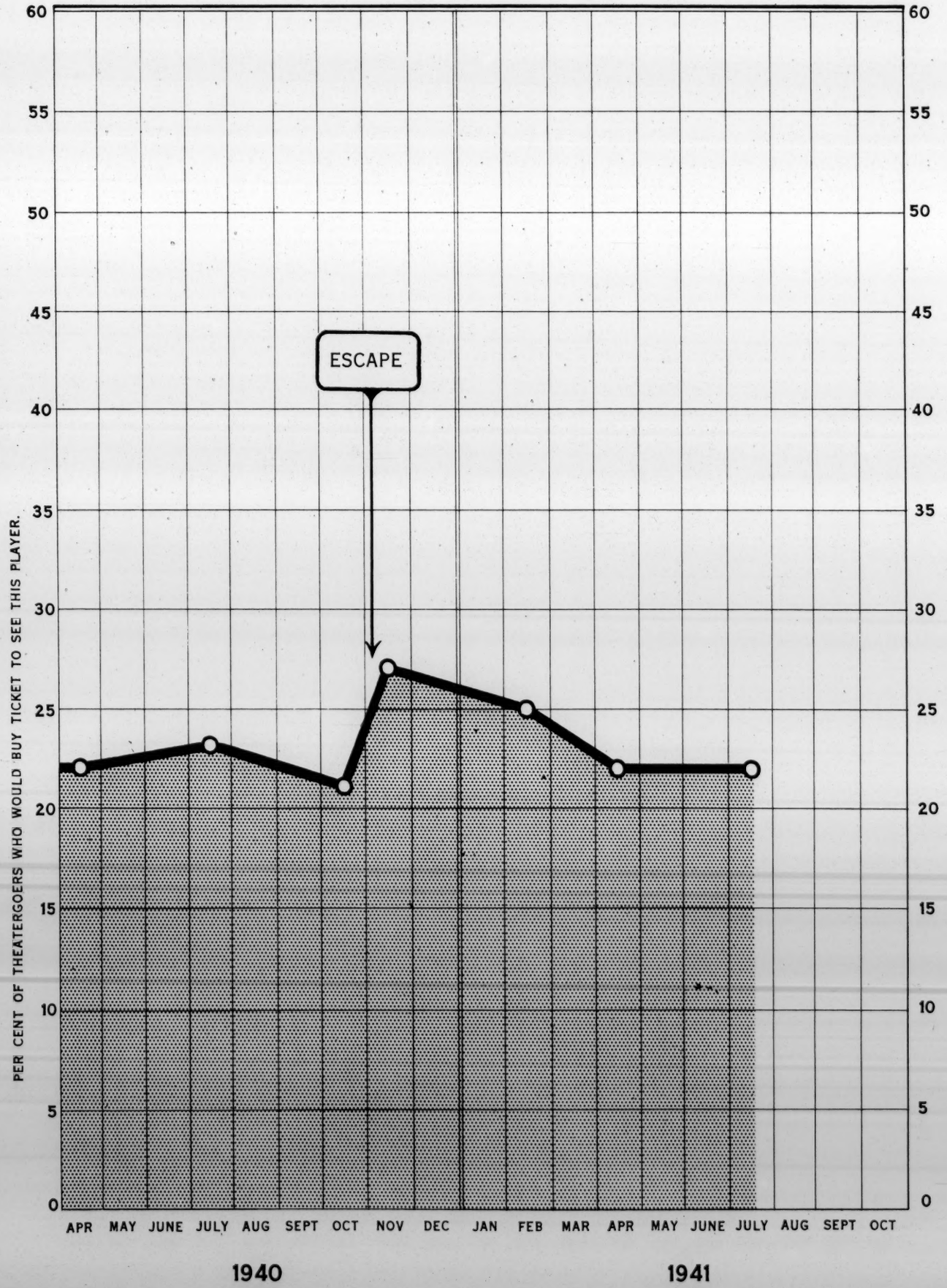
Boys 12-17	52
Men 18-30	35
Men 31 up	33

Girls 12-17	18
Women 18-30	18
Women 31 up	15

PROSPEROUS Over $50 per week	26
UPPER MIDDLE $30 to $50 per week	20
MIDDLE $20-$30 per week	29
POOR Under $20 per week	31

SHEARER. NORMA

RANK. 35TH



SHEARER, Norma

February—April 1941

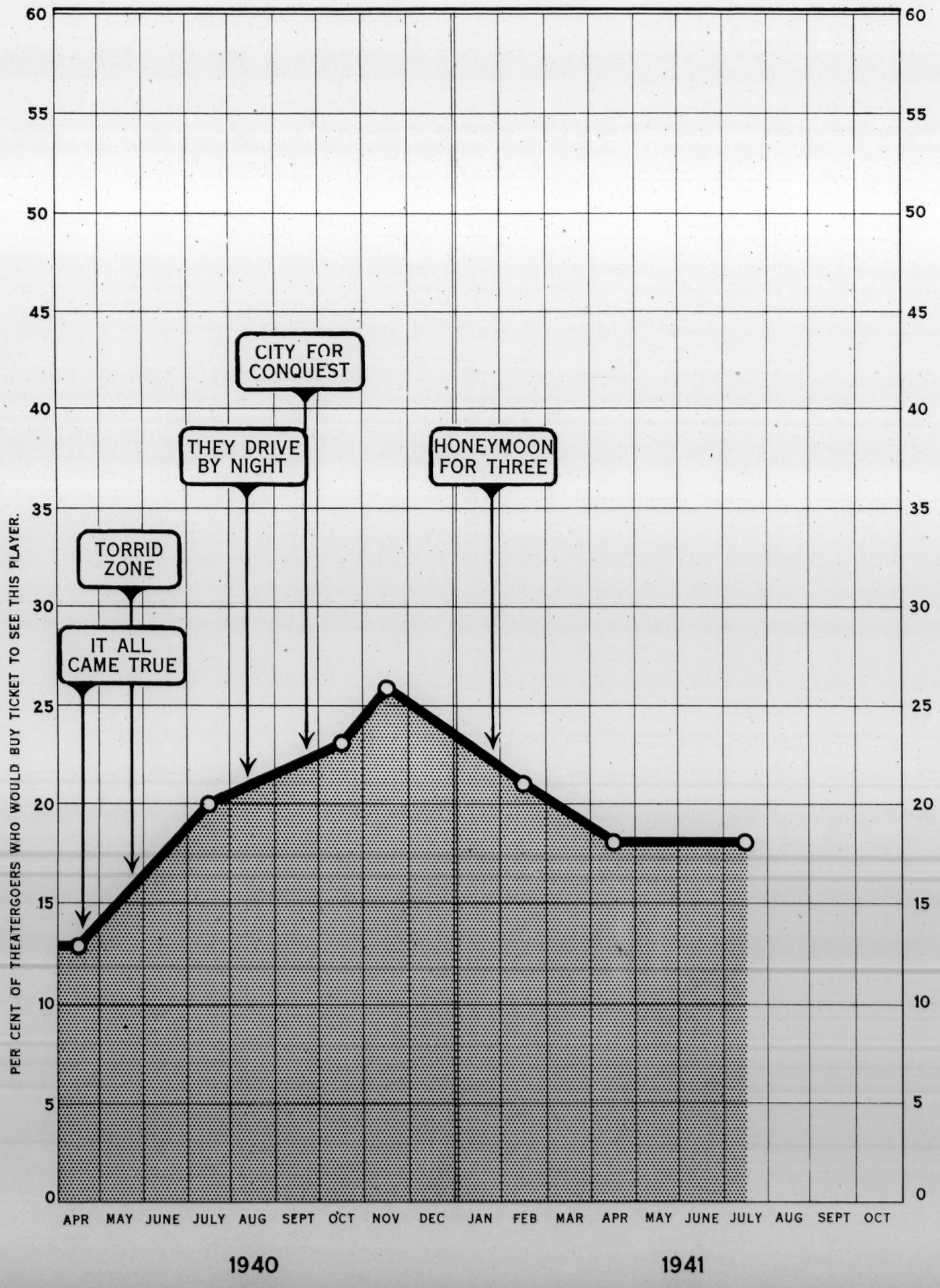
MALES	42
FEMALES	85

Boys 12-17	12
Men 18-30	39
Men 31 up	70

Girls 12-17	40
Women 18-30	82
Women 31 up	128

PROSPEROUS Over $50 per week	87
UPPER MIDDLE $30 to $50 per week	76
MIDDLE $20-$30 per week	57
POOR Under $20 per week	53

SHERIDAN. ANN
RANK. 50TH



SHERIDAN, Ann

February—April 1941

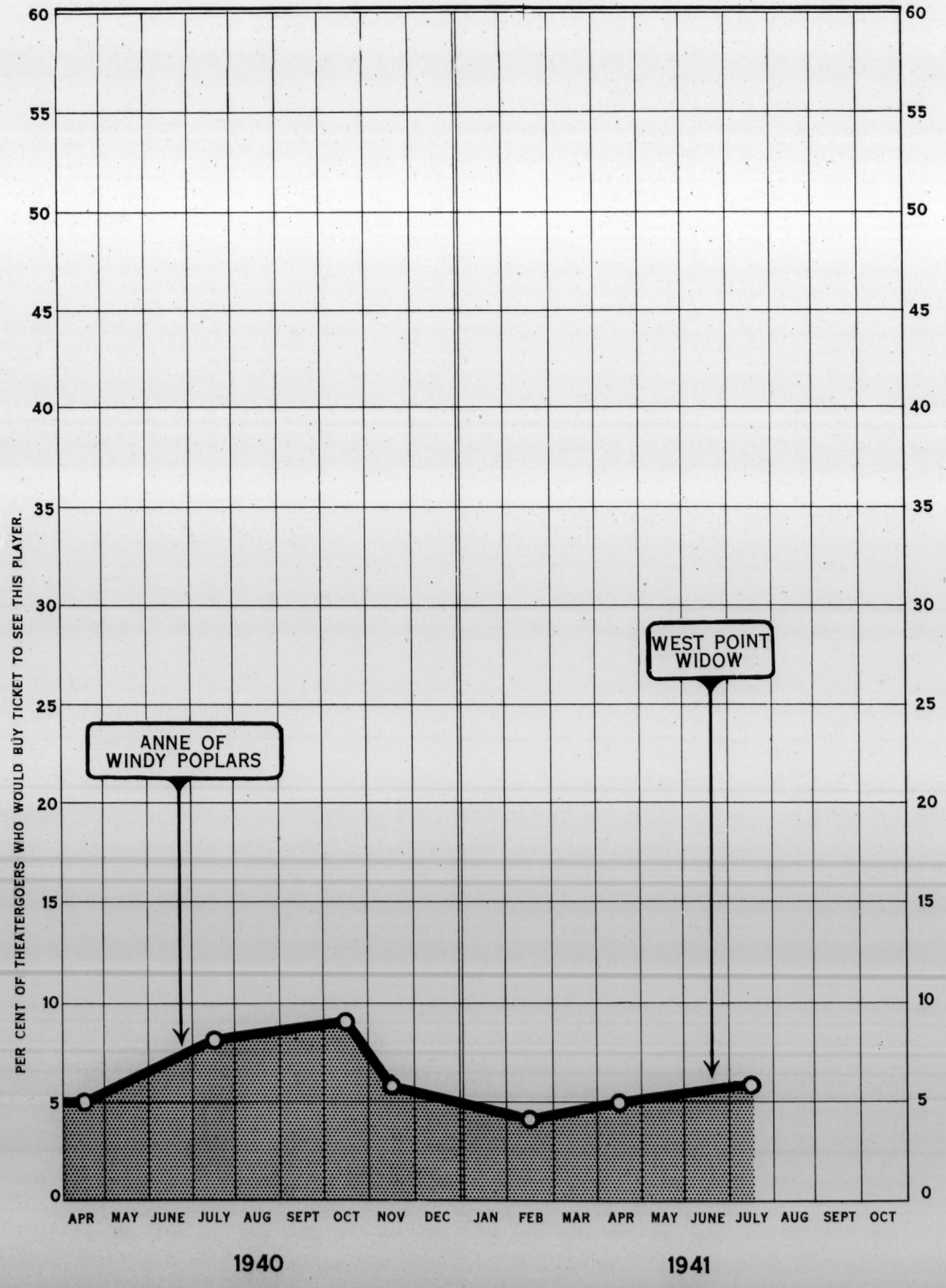
MALES	55
FEMALES	44

Boys 12-17	62
Men 18-30	54
Men 31 up	51

Girls 12-17	72
Women 18-30	47
Women 31 up	18

PROSPEROUS Over $50 per week	30
UPPER MIDDLE $30 to $50 per week	43
MIDDLE $20-$30 per week	56
POOR Under $20 per week	66

SHIRLEY, ANNE
RANK. 102ND



SHIRLEY, Anne

February—April 1941

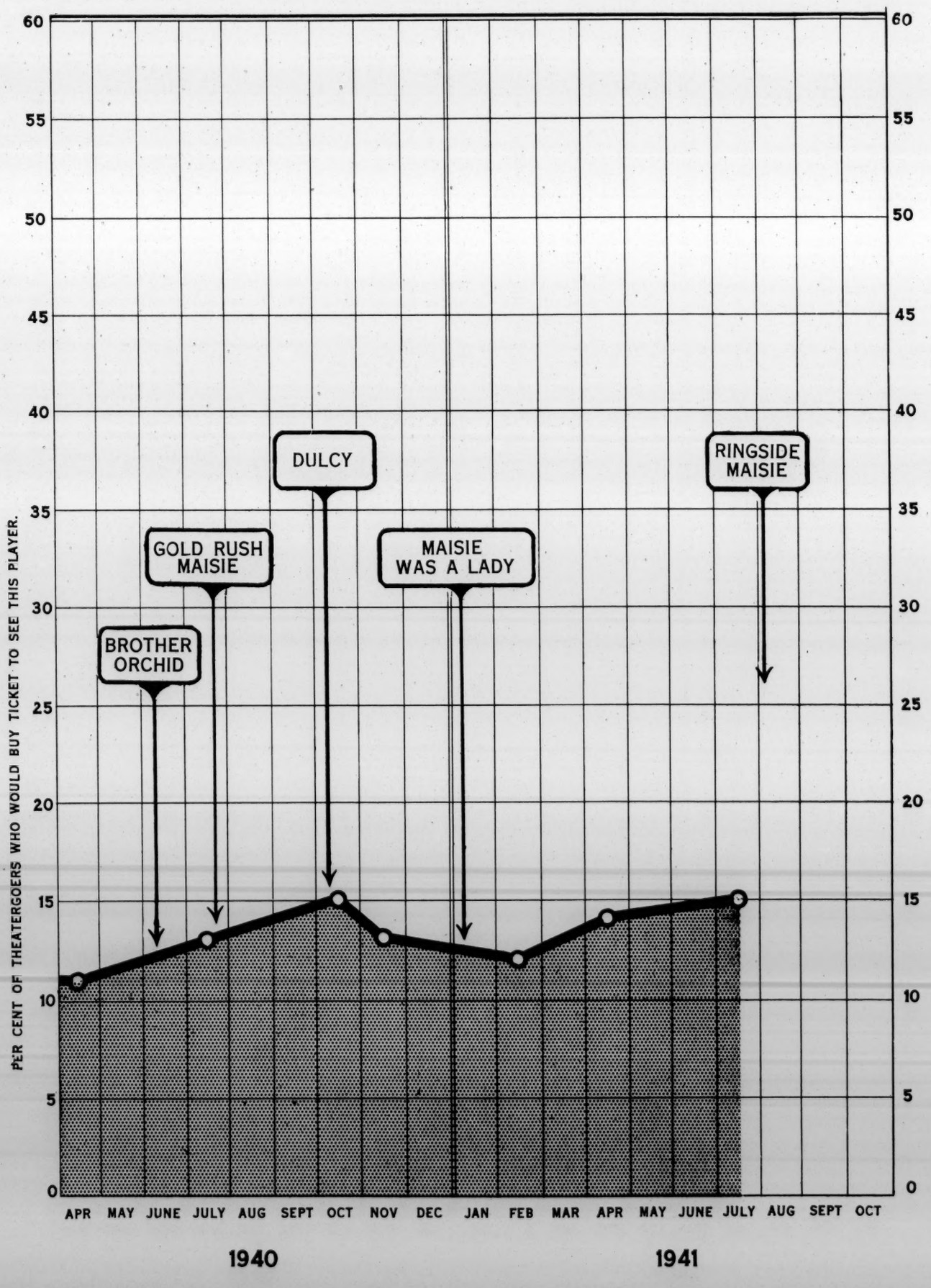
MALES	11
FEMALES	14

Boys	12-17	15
Men	18-30	11
Men	31 up	8

Girls	12-17	22
Women	18-30	13
Women	31 up	10

PROSPEROUS Over $50 per week	9
UPPER MIDDLE $30 to $50 per week	11
MIDDLE $20-$30 per week	16
POOR Under $20 per week	16

SOTHERN. ANN
RANK. 62ND



SOTHERN, Ann

February—April 1941

MALES	40
FEMALES	35

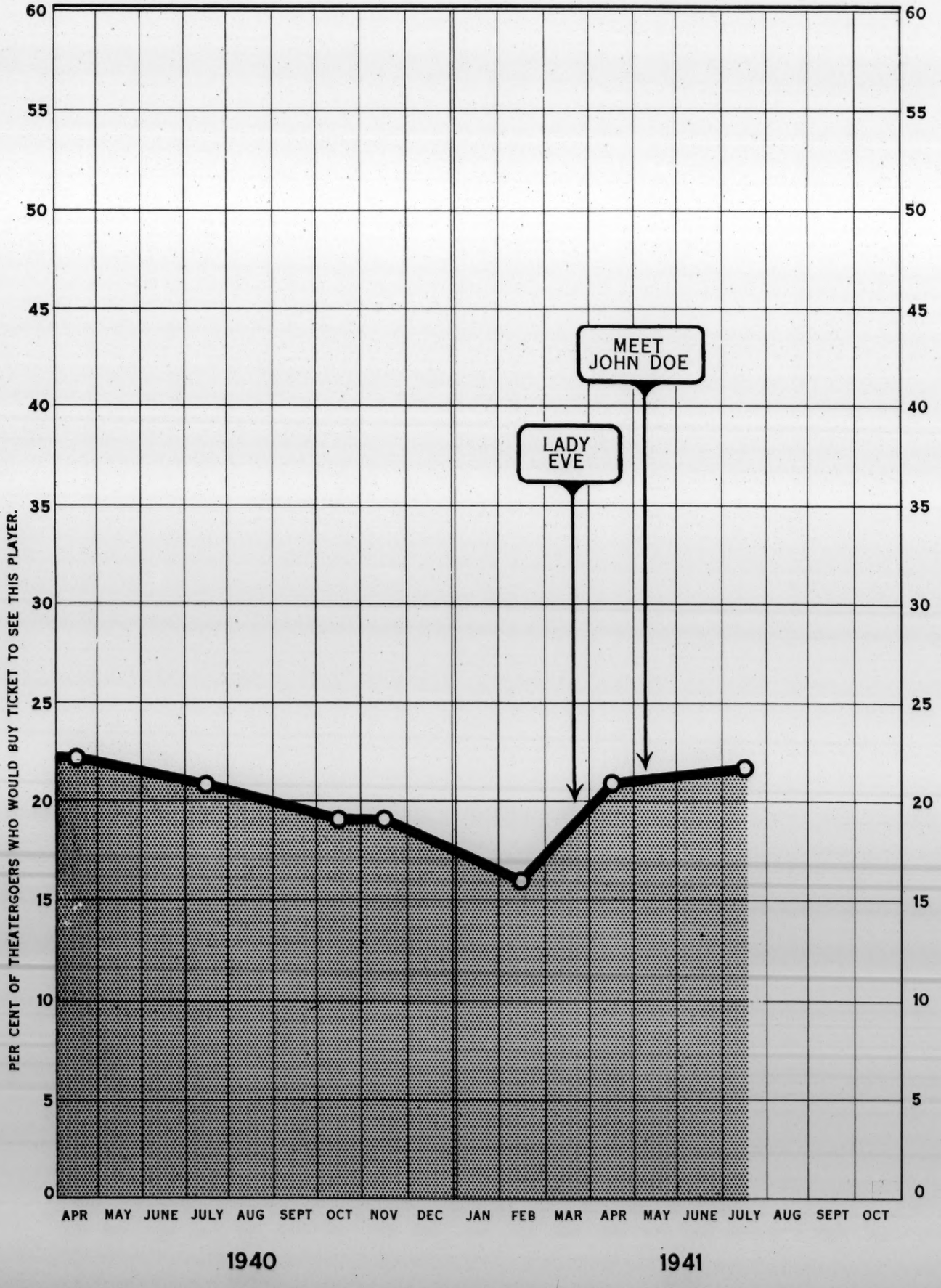
Boys 12-17	31
Men 18-30	46
Men 31 up	32

Girls 12-17	45
Women 18-30	36
Women 31 up	27

PROSPEROUS Over $50 per week	26
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	41
POOR Under $20 per week	42

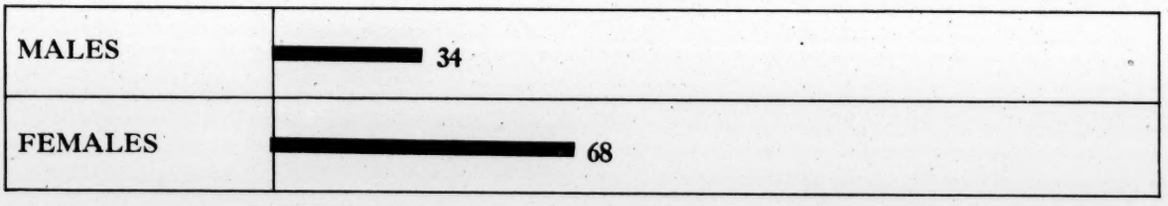
STANWYCK. BARBARA

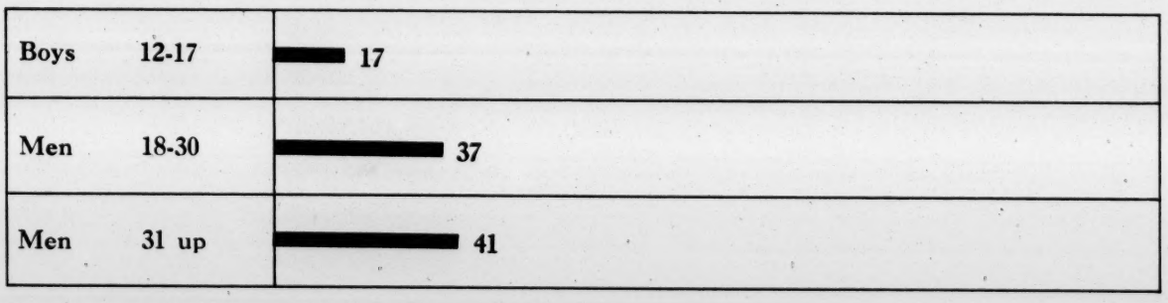
RANK. 34TH

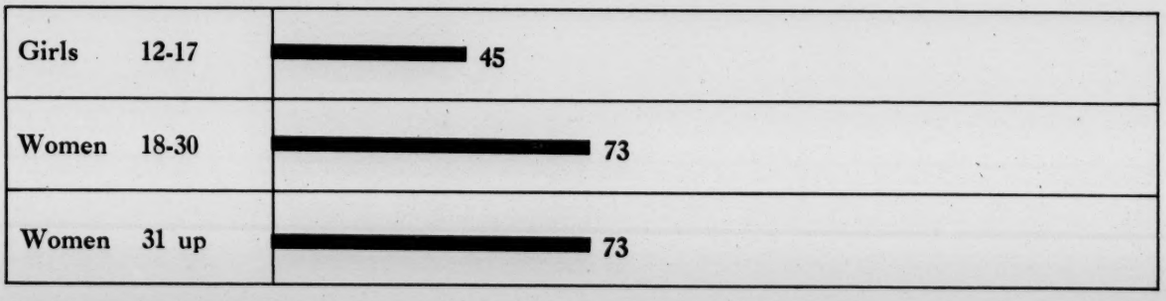


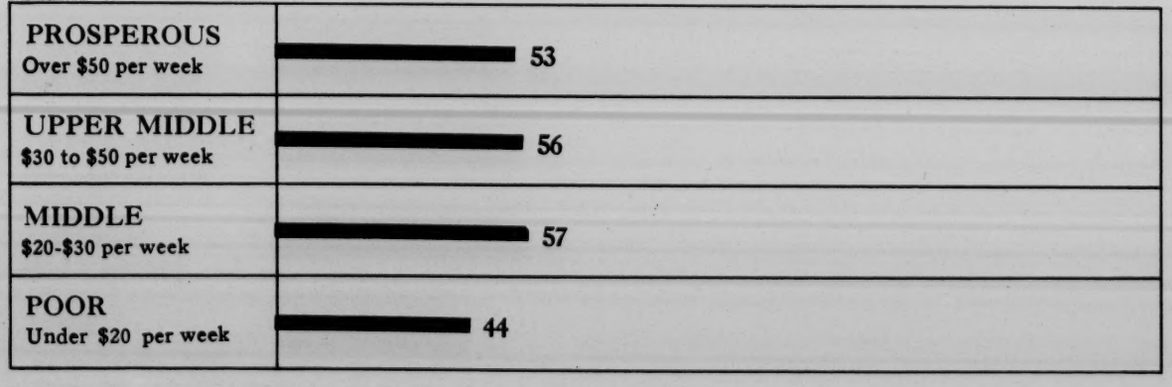
STANWYCK, Barbara

February—April 1941



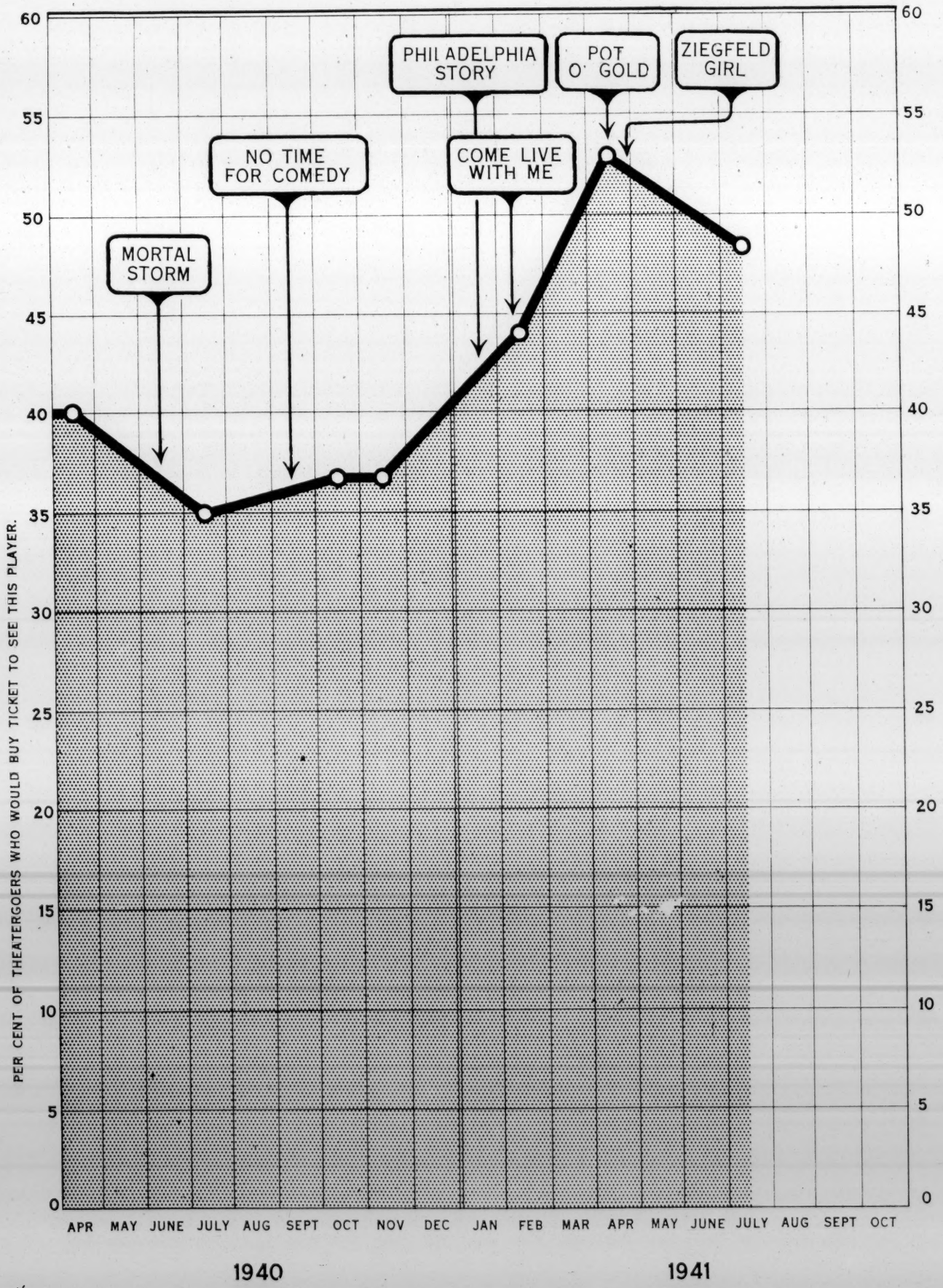






STEWART. JAMES

RANK. 3RD



STEWART, James

February—April 1941

MALES	133
FEMALES	142

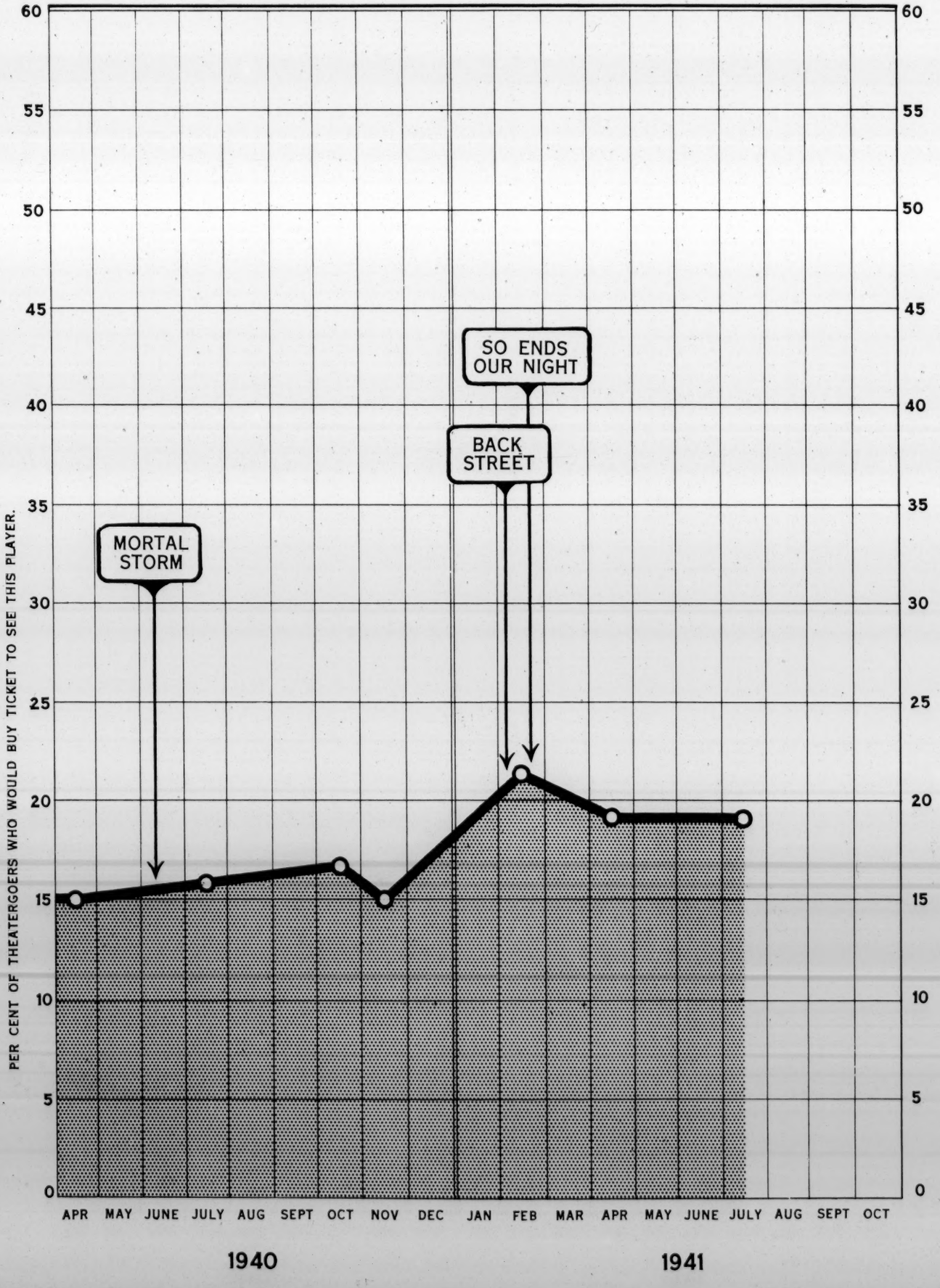
Boys 12-17	111
Men 18-30	142
Men 31 up	130

Girls 12-17	143
Women 18-30	142
Women 31 up	137

PROSPEROUS Over $50 per week	136
UPPER MIDDLE $30 to $50 per week	147
MIDDLE $20-$30 per week	130
POOR Under $20 per week	131

SULLAVAN. MARGARET

RANK. 49TH



SULLAVAN, Margaret

February—April 1941

MALES	44
FEMALES	69

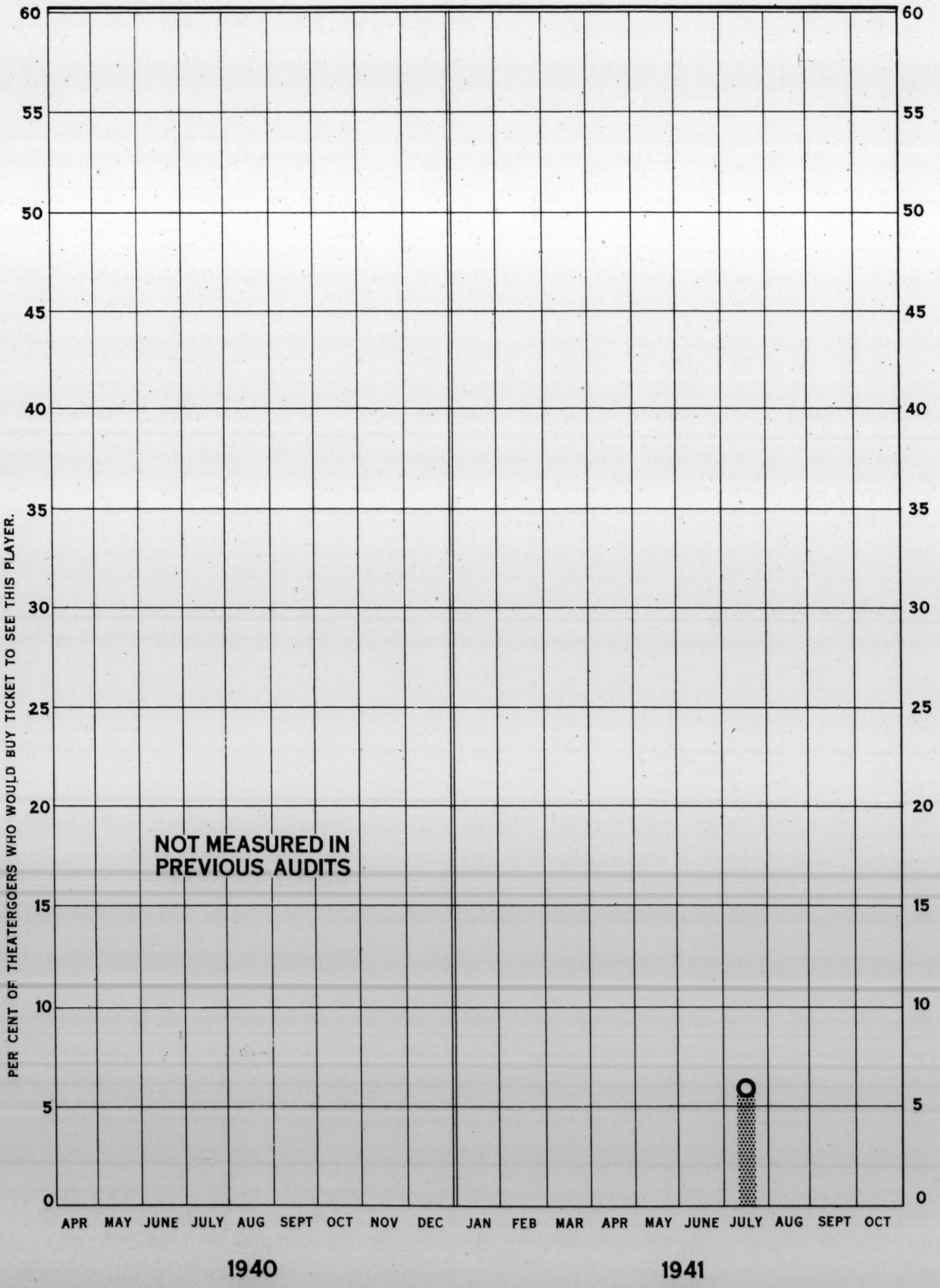
Boys 12-17	16
Men 18-30	36
Men 31 up	43

Girls 12-17	47
Women 18-30	72
Women 31 up	79

PROSPEROUS Over $50 per week	91
UPPER MIDDLE $30 to $50 per week	58
MIDDLE $20-$30 per week	44
POOR Under $20 per week	33

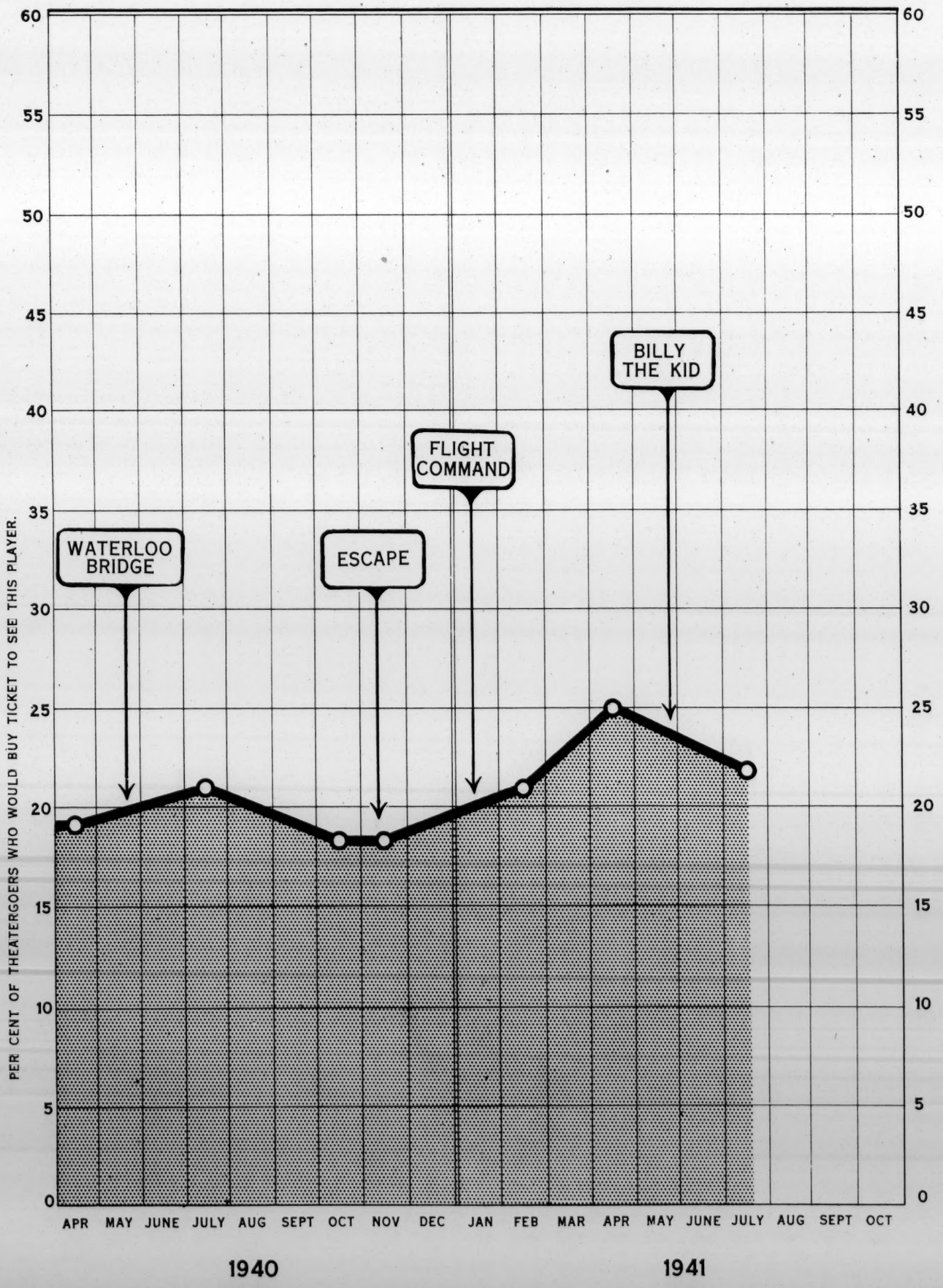
SWANSON. GLORIA

RANK. 102ND



TAYLOR. ROBERT

RANK. 32ND



TAYLOR, Robert

February—April 1941

MALES	52
FEMALES	75

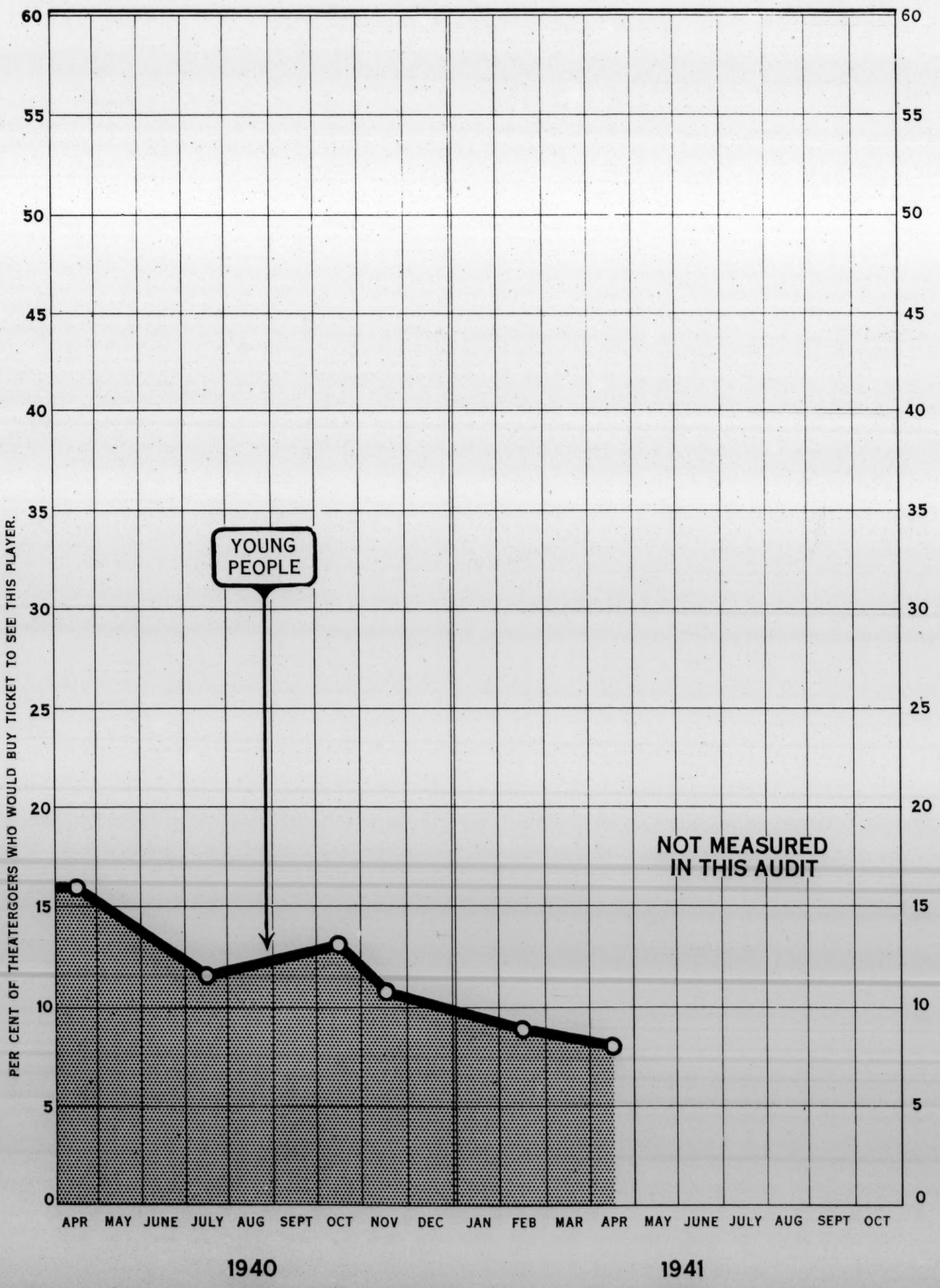
Boys 12-17	47
Men 18-30	53
Men 31 up	55

Girls 12-17	85
Women 18-30	70
Women 31 up	78

PROSPEROUS Over $50 per week	61
UPPER MIDDLE $30 to $50 per week	64
MIDDLE $20-$30 per week	67
POOR Under $20 per week	69

TEMPLE, SHIRLEY

RANK, 89TH *In Sixth Audit*



TEMPLE, Shirley

February—April 1941

MALES	22
FEMALES	27

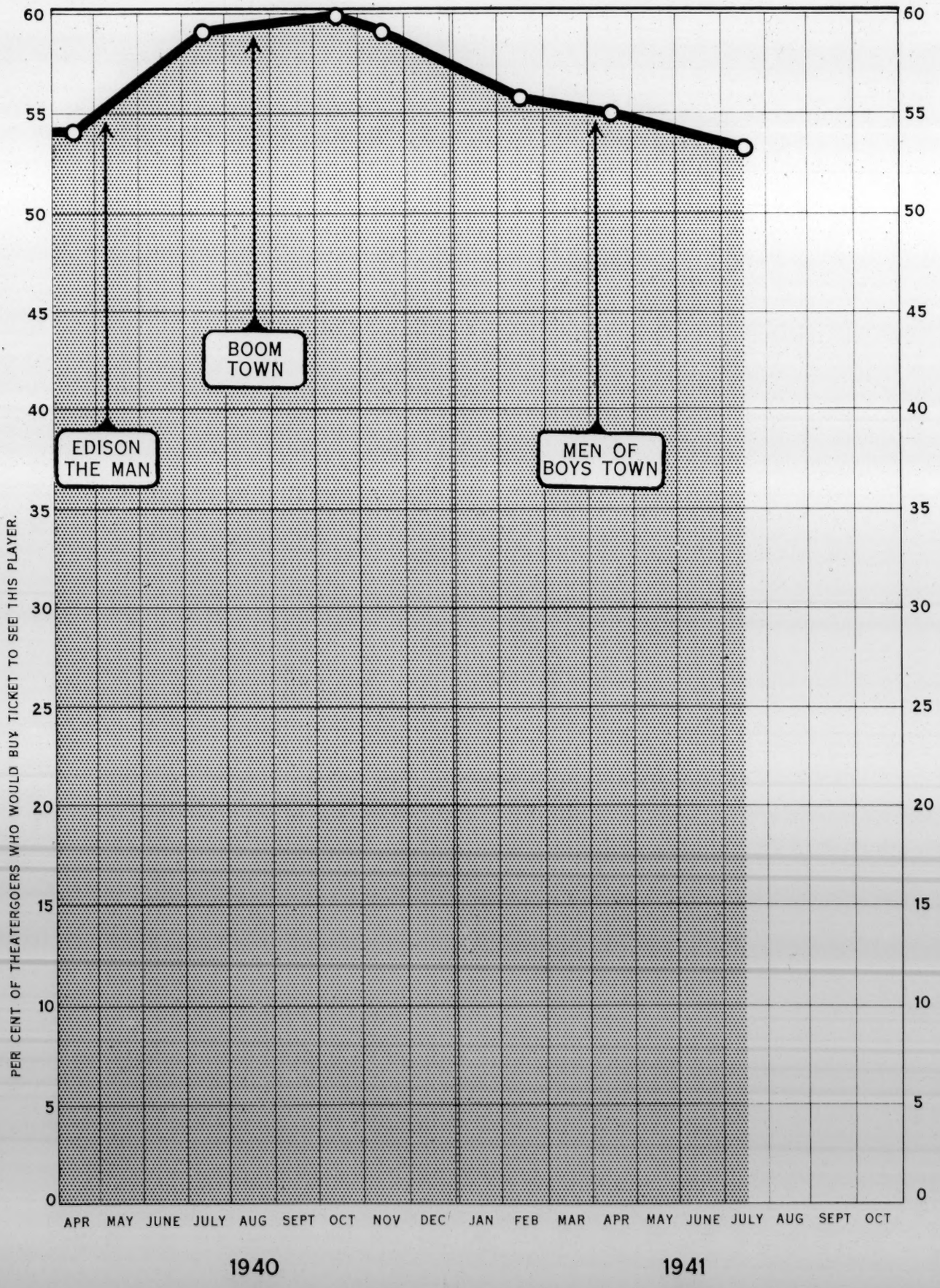
Boys 12-17	22
Men 18-30	15
Men 31 up	35

Girls 12-17	31
Women 18-30	17
Women 31 up	44

PROSPEROUS Over $50 per week	22
UPPER MIDDLE $30 to $50 per week	22
MIDDLE $20-$30 per week	24
POOR Under $20 per week	42

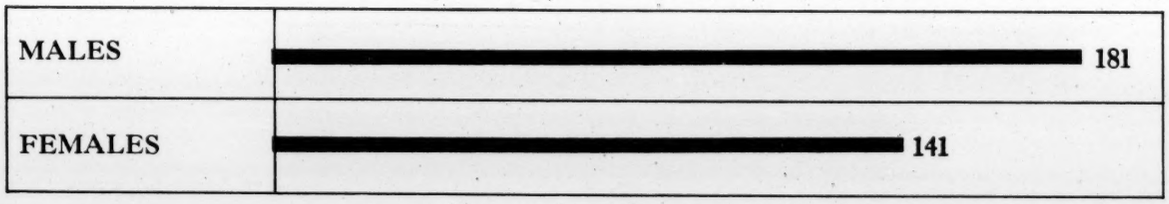
TRACY. SPENCER

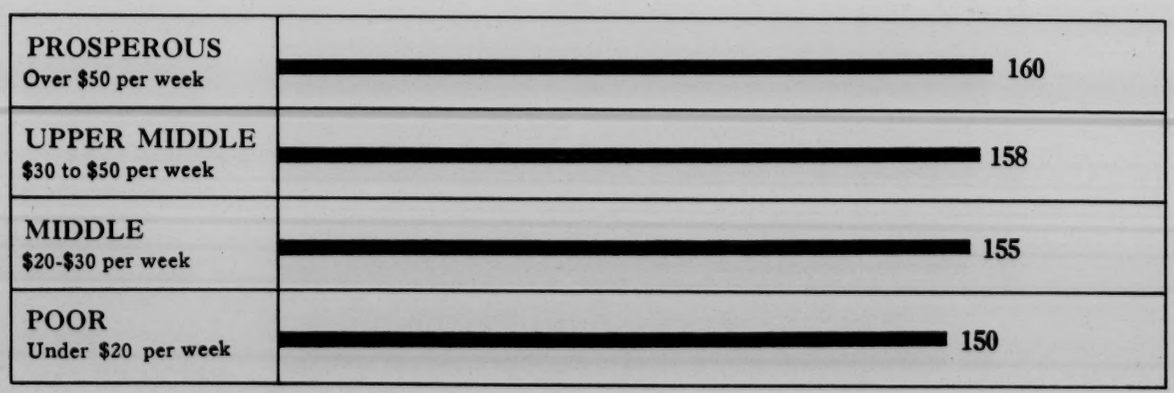
RANK. 1ST



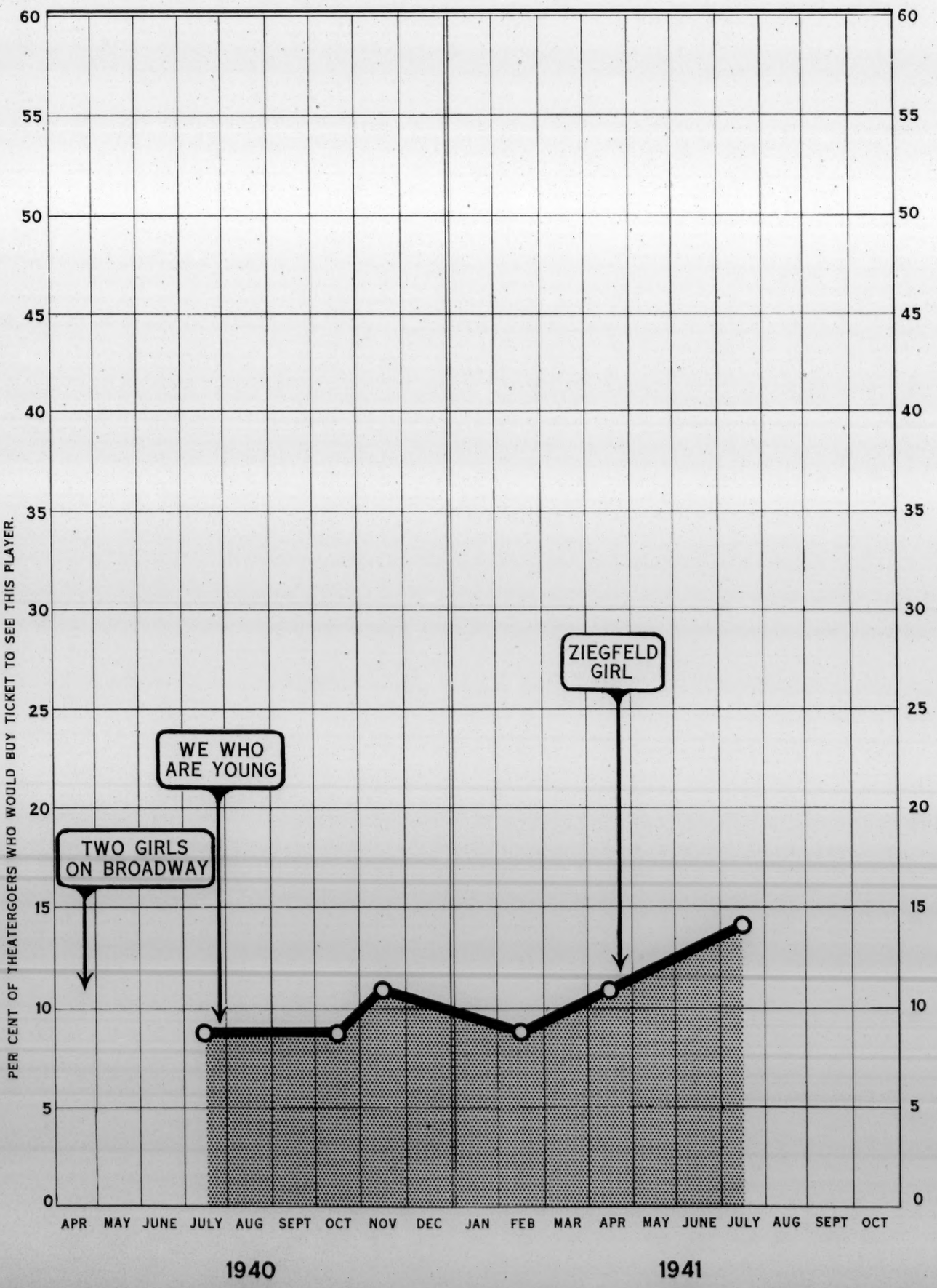
TRACY, Spencer

February—April 1941





TURNER. LANA
RANK. 63RD



TURNER, Lana

February—April 1941

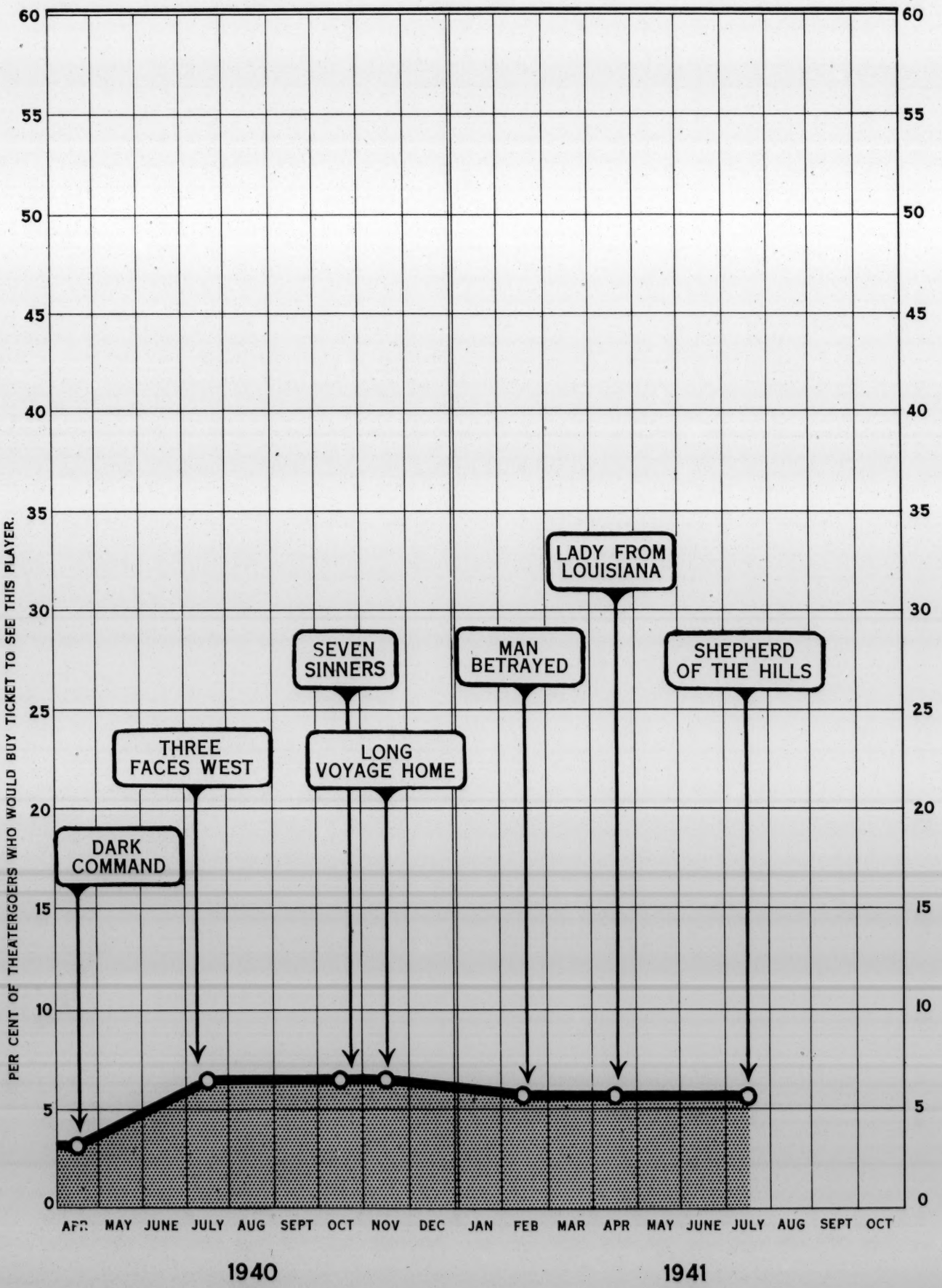
MALES	33
FEMALES	25

Boys 12-17	36
Men 18-30	44
Men 31 up	10

Girls 12-17	49
Women 18-30	23
Women 31 up	12

PROSPEROUS Over $50 per week	23
UPPER MIDDLE $30 to $50 per week	26
MIDDLE $20-$30 per week	37
POOR Under $20 per week	23

WAYNE. JOHN
RANK. 107TH



WAYNE, John

February—April 1941

MALES	27
FEMALES	11

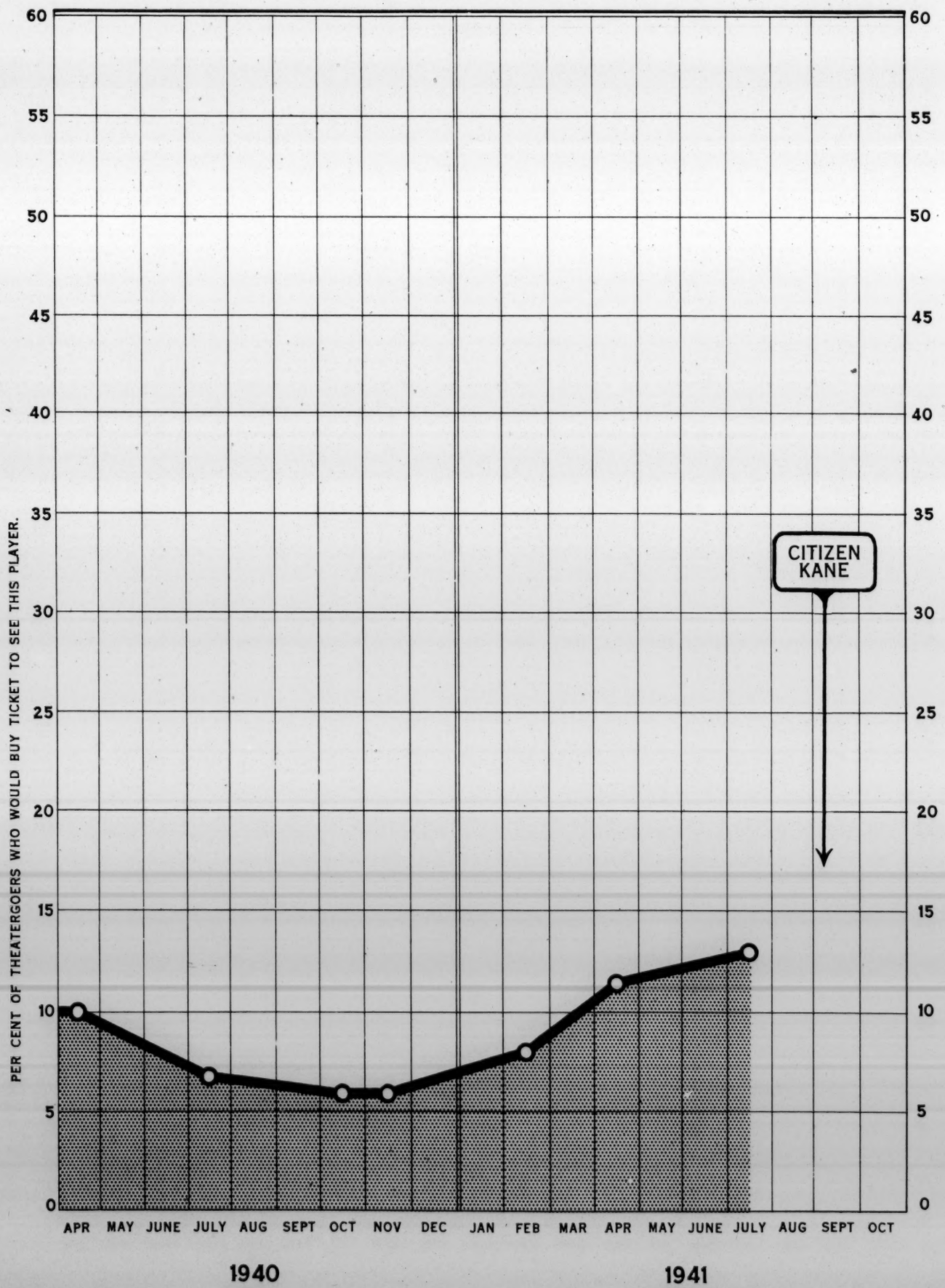
Boys 12-17	45
Men 18-30	24
Men 31 up	23

Girls 12-17	20
Women 18-30	10
Women 31 up	5

PROSPEROUS Over $50 per week	12
UPPER MIDDLE $30 to $50 per week	13
MIDDLE $20-$30 per week	21
POOR Under $20 per week	22

WELLES. ORSON

RANK. 71ST



WELLES, Orson

February—April 1941

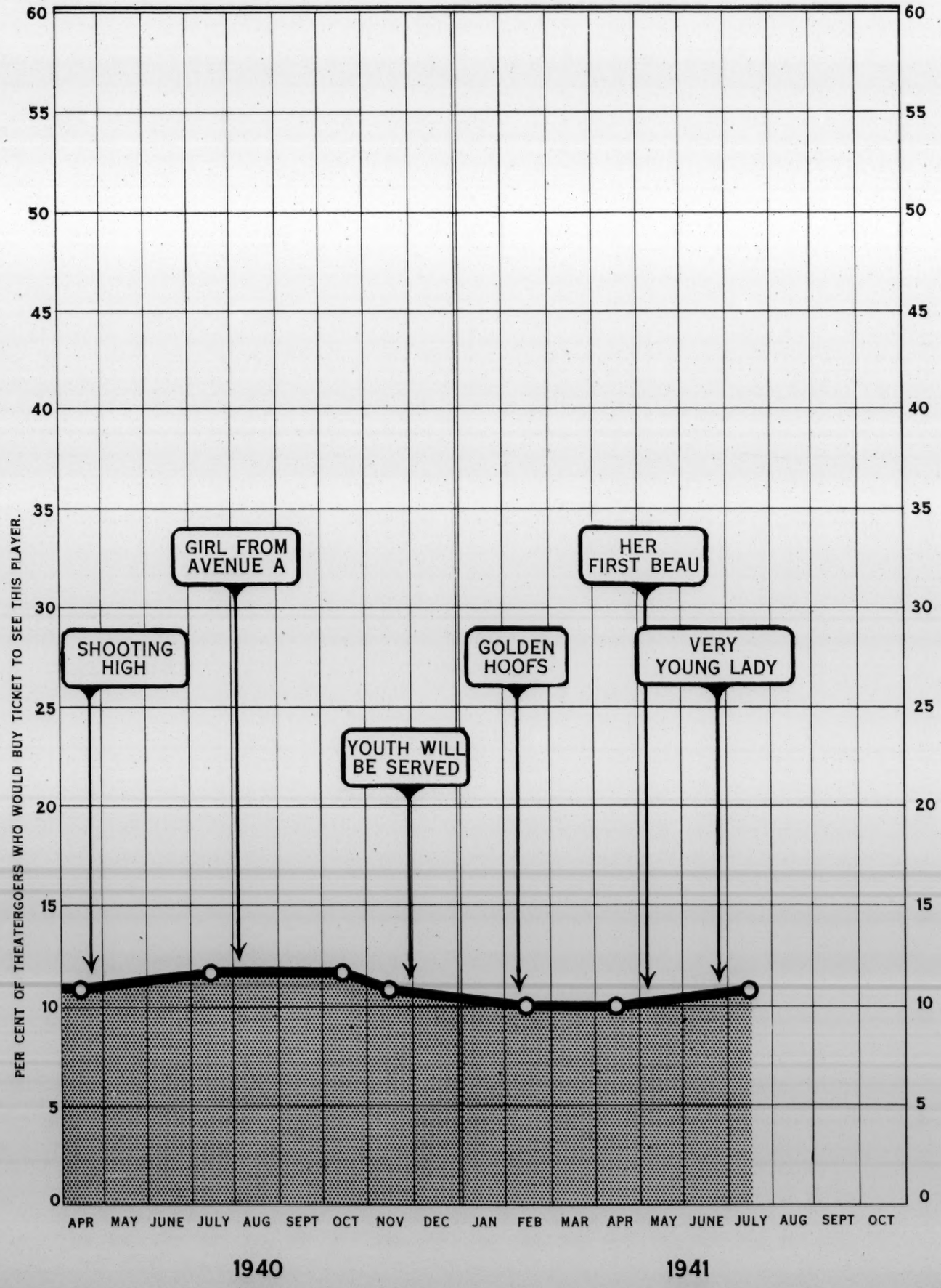
MALES	38
FEMALES	26

Boys 12-17	34
Men 18-30	41
Men 31 up	36

Girls 12-17	26
Women 18-30	27
Women 31 up	25

PROSPEROUS Over $50 per week	56
UPPER MIDDLE $30 to $50 per week	32
MIDDLE $20-$30 per week	24
POOR Under $20 per week	16

WITHERS. JANE
RANK. 78TH



WITHERS, Jane

February—April 1941

MALES	21
FEMALES	33

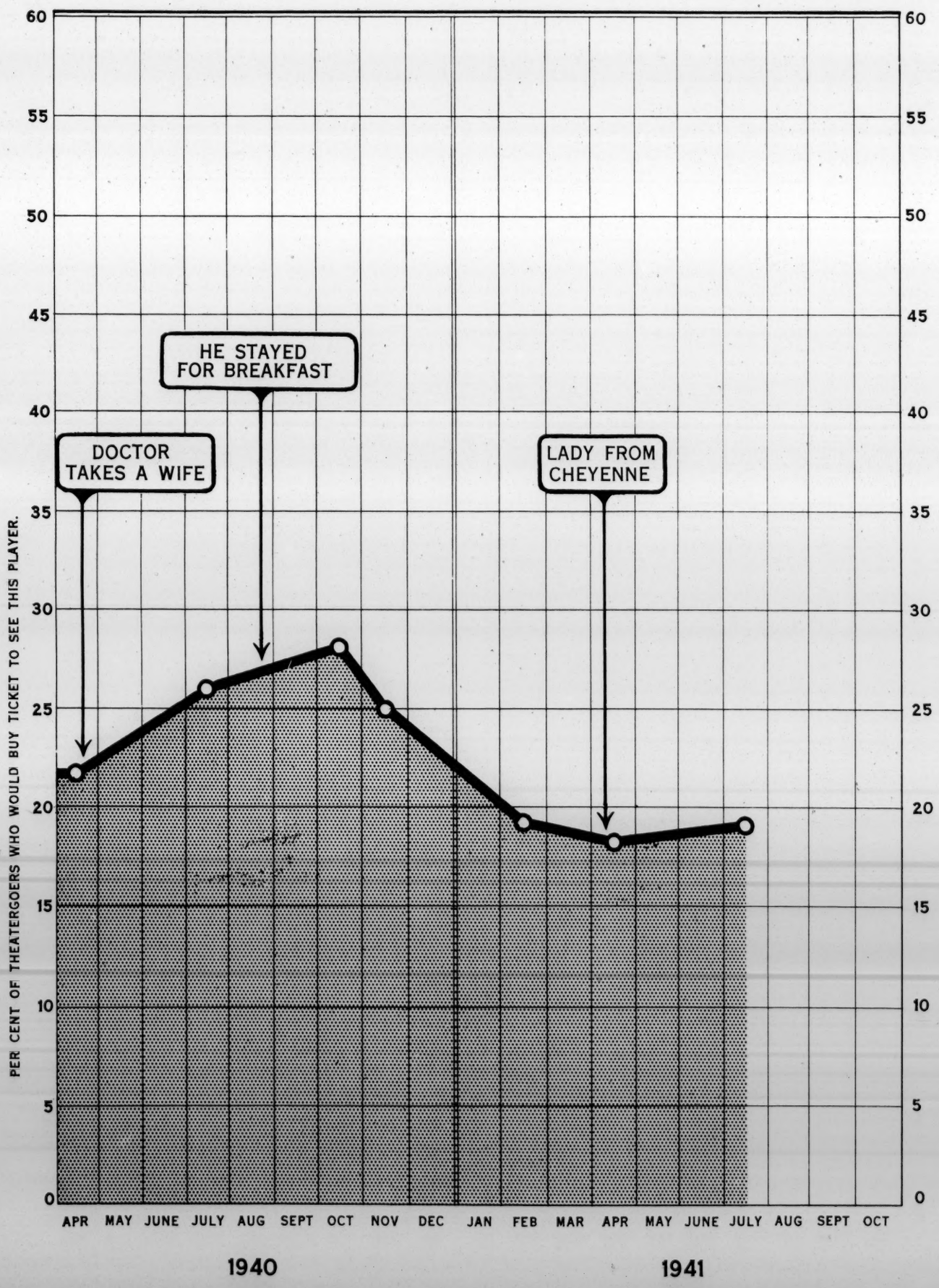
Boys 12-17	45
Men 18-30	15
Men 31 up	14

Girls 12-17	64
Women 18-30	24
Women 31 up	27

PROSPEROUS Over $50 per week	14
UPPER MIDDLE $30 to $50 per week	19
MIDDLE $20-$30 per week	35
POOR Under $20 per week	44

YOUNG. LORETTA

RANK. 46TH



YOUNG, Loretta

February—April 1941

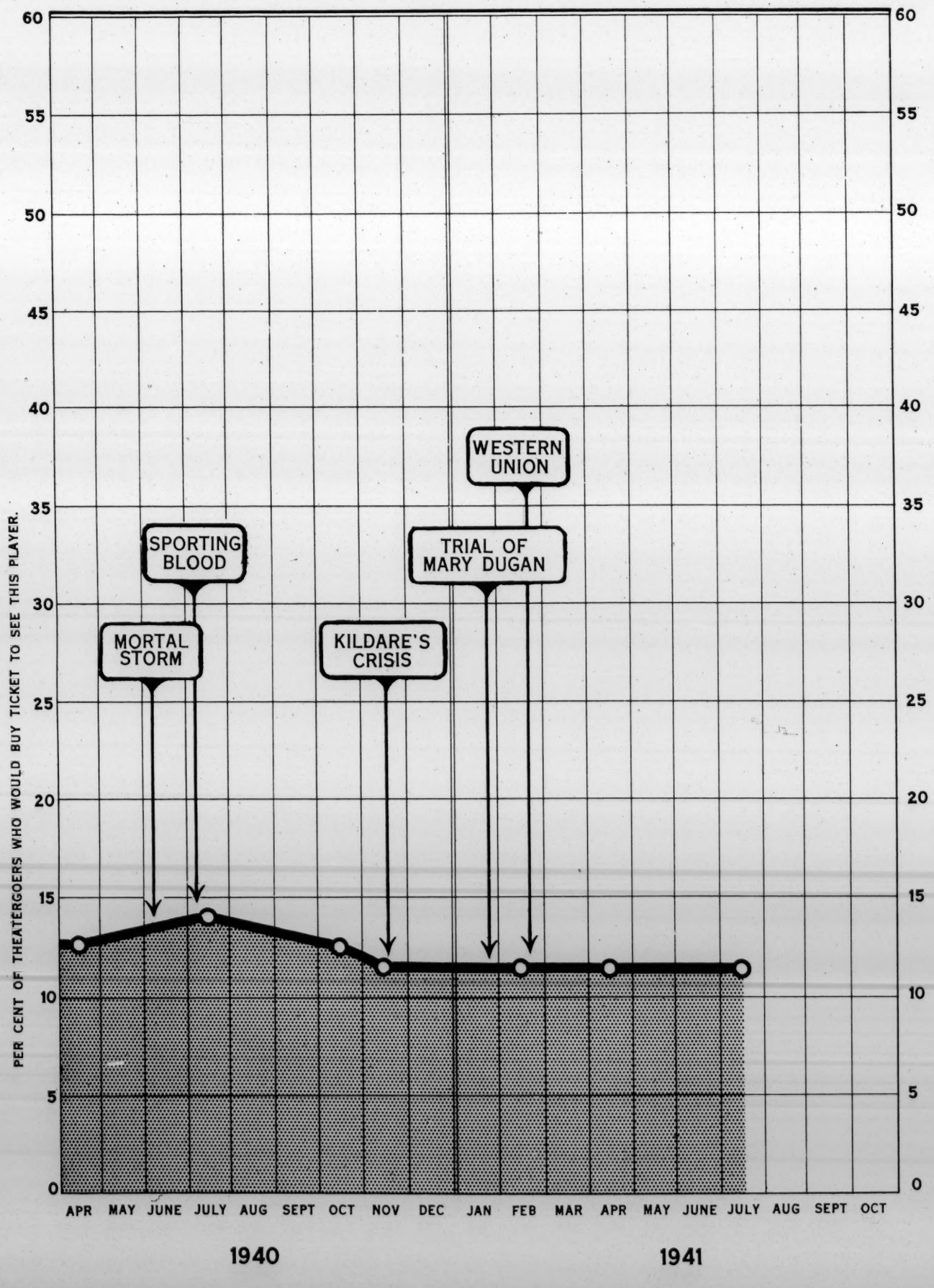
MALES	30
FEMALES	66

Boys 12-17	21
Men 18-30	27
Men 31 up	43

Girls 12-17	51
Women 18-30	72
Women 31 up	66

PROSPEROUS Over $50 per week	57
UPPER MIDDLE $30 to $50 per week	51
MIDDLE $20-$30 per week	53
POOR Under $20 per week	39

YOUNG. ROBERT
RANK. 72ND



YOUNG, Robert

February—April 1941

MALES	37
FEMALES	33

Boys 12-17	47
Men 18-30	33
Men 31 up	39

Girls 12-17	40
Women 18-30	29
Women 31 up	35

PROSPEROUS Over $50 per week	31
UPPER MIDDLE $30 to $50 per week	36
MIDDLE $20-$30 per week	28
POOR Under $20 per week	45